

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM647461

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Adelphic LLC		03/21/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Viant US LLC		
Street Address:	2722 Michelson Drive #100		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92612		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4351169	ADELPHIC	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	nkryzhan@honigman.com		
Correspondent Name:	Nicole Kryzhan, Honigman LLP		
Address Line 1:	39400 Woodward Ave, Suite 101		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304-5151		
ATTORNEY DOCKET NUMBER:	233180-410565		
NAME OF SUBMITTER:	Nicole M. Kryzhan		
SIGNATURE:	/nicole kryzhan/		
DATE SIGNED:	05/17/2021		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment"), is effective as of March 21, 2021, between ADELPHIC LLC, a Delaware Limited Liability Company, located at 2722 Michelson Drive #100, Irvine, CA 92612 ("Assignor"), and, VIANT US LLC, a Delaware Limited Liability Company, located at 2722 Michelson Drive #100, Irvine, CA 92612 ("Assignee"). Assignor and Assignee are referred to herein individually as a "Party" and collectively, as the "Parties".

RECITALS:

WHEREAS, Assignor is the owner of the trademark in Exhibit A (the "Mark").

WHEREAS, Assignor owns the registration as shown in Exhibit A (the "Registration").

WHEREAS, Assignor desires to convey, transfer, assign and deliver the Mark and Registration to Assignee, and Assignee desires to accept the Mark and the Registration from Assignor.

NOW, THEREFORE, for valuable consideration the receipt of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Trademarks. Assignor hereby irrevocably assigns, conveys, grants and transfers to Assignee all of Assignor's right, title and interest to the Mark, the goodwill associated with and symbolized by the Mark as well as any other rights at common law or otherwise.

2. Rights. The foregoing assignment includes rights to collect royalties or proceeds in connection with any of the foregoing and all rights to sue for and otherwise object to past, present or future infringement, misappropriation or other violation of the foregoing, and all rights to recover damages or lost profits in connection therewith.

3. Further Assurances. Assignor will promptly take such actions, including, without limitation, the prompt execution and delivery of documents in recordable form, as may be reasonably requested by Assignee to vest, secure, and perfect, the rights and interests of Assignee in and to the Trademark assigned herein.

4. Binding Effect. This Assignment inures to the benefit of and is binding upon Assignor and Assignee and their respective heirs, successors and permitted assigns.

*** Signatures on Following Page ***

IN WITNESS WHEREOF, each of the Parties has caused this Trademark Assignment to be duly executed and delivered by its duly authorized representative as of the date first written above.

ASSIGNOR:
ADELPHIC LLC

ASSIGNEE:
VIANT US LLC

By: 
Name: Christopher Vanderhook
Title: COO

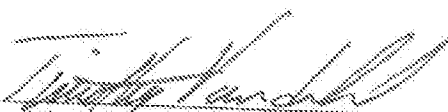
By: 
Name: Timothy Vanderhook
Title: Director

EXHIBIT A

Country	Mark	Reg. No.	Reg. Date	Class
United States	ADELPHIC	4,351,169	6/11/2013	42