

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM694394

|   |  |                       |                       |
|---|--|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                       |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                       |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>    |
| LiveRamp  |  | 08/24/2021            | Corporation: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                       |
| <b>Name:</b>  | Kochava, Inc.                                      |                       |                       |
| <b>Street Address:</b>  | 201 Church St.                                     |                       |                       |
| <b>City:</b>  | Sandpoint  |                       |                       |
| <b>State/Country:</b>   | IDAHO  |                       |                       |
| <b>Postal Code:</b>   | 83864  |                       |                       |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |                       |                       |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                       |
| <b>Serial Number:</b>   | 87200487   | IDENTITYLINK          |                       |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                       |
| <b>Fax Number:</b>  | 5093238979   |                       |                       |
| <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> |  |                       |                       |
| <b>Phone:</b>   | 509-944-4647                                       |                       |                       |
| <b>Email:</b>   | karig@leehayes.com                                 |                       |                       |
| <b>Correspondent Name:</b>  | Kari Gondry  |                       |                       |
| <b>Address Line 1:</b>  | 601 W. Riverside Ave. Suite 1400                   |                       |                       |
| <b>Address Line 4:</b>  | Spokane, WASHINGTON 99201                          |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | K033-0015TP  |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Kari Gondry  |                       |                       |
| <b>SIGNATURE:</b>   | /Kari Gondry/                                      |                       |                       |
| <b>DATE SIGNED:</b>   | 12/13/2021   |                       |                       |
| <b>Total Attachments: 2</b>   |  |                       |                       |
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| source=2JQ4215#page2.tif  |  |                       |                       |

OP \$40.00 87200487

**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into this 24th day of August 2021, by and between **LiveRamp, Inc.**, a corporation formed in Delaware, ("Assignor"), and **Kochava, Inc.**, a corporation formed in Delaware ("Assignee").

The subject marks of this Assignment are:

| <b>Trademark</b> | <b>Country</b> | <b>Registration No.</b> | <b>Application No.</b> |
|------------------|----------------|-------------------------|------------------------|
| IDENTITYLINK     | Australia      | 1837044                 |                        |
| IDENTITYLINK     | Canada         | TMA1007972              |                        |
| IDENTITYLINK     | EU             | <i>pending</i>          | 017133091              |
| IDENTITYLINK     | Mexico         | 1814133                 |                        |
| IDENTITYLINK     | UK             | UK00917133091           |                        |
| IDENTITYLINK     | UK             | UK00003224370           |                        |
| IDENTITYLINK     | US             | <i>pending</i>          | 87200487               |

WHEREAS, Assignor is the owner of the trademarks described above and all goodwill associated therewith (the "Marks");

WHEREAS, Assignor desires to assign the Marks to Assignee, and Assignee desires to obtain the Marks.

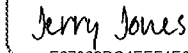
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment of Trademarks. Assignor hereby assigns to Assignee all of Assignor's rights, title and interest in and to the Marks throughout the world, together with the goodwill of Assignor's business symbolized by the Marks including, for any pending United States Trademark Applications filed pursuant to 15 U.S.C. Section 1051(b) and all registrations and applications associated with the Marks throughout the world, and the right to sue for past, present and future infringement thereof.


IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment as of the date first written above.

*///Signature Block on Following Page///*

**Assignor**  
eSigned by:

  
E07622B04EEF4E0...  
Signature

**Assignee**

  
SignNow e-signature ID: a790257595...  
08/27/2021 21:37:44 UTC  
Signature

Jerry Jones, EVP, Chief Legal and Ethics Officer  
Print Name and Title

Doug Lieuallen, CFO  
Print Name and Title

Assignment of Trademark Rights

**RECORDED: 12/13/2021**

**TRADEMARK**  
**REEL: 007527 FRAME: 0561**