

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM726434

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|---|--|-----------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| SEQUENCE: | 1 | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Crowdstar LLC | | 04/01/2022 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Glu Mobile LLC | | |
| Street Address: | 875 Howard Street, Suite 100 | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94103 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 4689250 | COVET FASHION | |
| Registration Number: | 3885298 | CROWDSTAR | |
| Serial Number: | 90301044 | CROWDSTAR MOMENTS | |
| Serial Number: | 90301041 | TABLE AND TASTE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7166260366 | | |
| <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> | | | |
| Phone: | 7162394300 | | |
| Email: | esimpson@colsonlawgroup.com | | |
| Correspondent Name: | Ellen S. Simpson | | |
| Address Line 1: | 5555 Main Street | | |
| Address Line 4: | Williamsville, NEW YORK 14221 | | |
| ATTORNEY DOCKET NUMBER: | BA00026 | | |
| NAME OF SUBMITTER: | Ellen S. Simpson | | |
| SIGNATURE: | /Ellen S. Simpson/ | | |
| DATE SIGNED: | 05/07/2022 | | |

OP \$115.00 4689250

Total Attachments: 6

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Intellectual Property Assignment Agreement

This Intellectual Property Assignment Agreement (this "**Assignment Agreement**") is entered into as of April 1, 2022 ("**Effective Date**") by and between Crowdstar LLC, a Delaware limited liability company formerly known as Crowdstar Inc. ("**Assignor**"), and Glu Mobile LLC, a Delaware limited liability company ("**Assignee**"). Both Assignor and Assignee are collectively referred to herein as the "**Parties.**"

RECITALS

WHEREAS, on January 6, 2022 Assignor converted from Crowdstar Inc., a Delaware corporation, to Crowdstar LLC, a Delaware limited liability company;

WHEREAS, Assignor and Assignee have entered into that certain Intellectual Property Distribution Agreement dated April 1, 2022 (the "**Agreement**");

WHEREAS, pursuant to the Agreement, Assignor assigned to Assignee inter alia all Intellectual Property Rights (as defined herein) relating to Assignor's business; and

WHEREAS, Assignor wishes to confirm Assignee's ownership of the Intellectual Property Rights and the assignment to Assignee of any right, title and interest that Assignor may have in and to the Intellectual Property Rights.

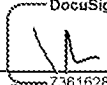
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignor hereby transfers, assigns and conveys to Assignee all of Assignor's right, title and interest, of whatever kind and nature forever and throughout the universe, including all causes of action, in either law or equity, for past, present, and future claims, in and to the Intellectual Property Rights. "**Intellectual Property Rights**" shall mean and include (a) any and all inventions, patents, and patent applications, works of authorship, copyrights, and copyright applications and registrations, domain names, computer programs (in source code and object code form), flow charts, formulae, enhancements, updates, translations, adaptations, information, specifications, designs, process technology, manufacturing requirements, quality control standards, marketing intangibles, trade secrets and trade secret rights and any other intangible property rights anywhere in the world and (b) any and all trademarks, service marks and trade names, and applications or registrations therefor and all related goodwill. For the sake of clarity, "Intellectual Property Rights" include but are not limited to the registered intellectual property set forth on Schedule 1 attached hereto (trademark/service marks, copyrights and applications) and all rights to receive any of the foregoing, rights corresponding to the foregoing and all proceeds thereof. In the event that any Intellectual Property Right that is owned by, or filed in the name of, Assignor, but not included in Schedule 1 is identified, discovered or found, then Assignor shall duly transfer, assign and convey such Intellectual Property Right to Assignee and such Intellectual Property Right shall be deemed to be incorporated and be deemed part of such Schedule 1. Assignor represents that Assignor has all of the rights, titles, and interests to convey the Intellectual Property Rights as set forth herein, and covenants that Assignor has not made any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed except as may have occurred within the ordinary course of Assignor's business.
2. Assignor hereby authorizes the relevant authority at the Patents and Trademarks of the United States and other empowered officials of the United States Patent and Trademark Office and/or the

applicable foreign authorities outside the United States, as applicable, to record Assignee as the assignee and owner of the applicable Assigned Marks. Assignor hereby authorizes the relevant authority at the United States Copyright Office and/or the applicable foreign authorities outside the United States, as applicable, to record Assignee as the assignee and owner of the applicable Assigned Copyrights.

3. This Assignment Agreement is binding upon and inures to the benefit of the Parties hereto and their respective successors and assigns. This Assignment Agreement and the rights and obligations of the Parties hereunder shall be governed by, and construed in accordance with, the laws of the State of California.
4. Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and assigns may commercially reasonably request to effect the terms of this Assignment Agreement and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be commercially reasonably required to effect the terms of this Assignment Agreement.
5. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party will not be applied in the construction or interpretation of this Assignment Agreement. The words "include", "including" and variations thereof will be deemed to be followed by the words "without limitation". The use of "or" will not be deemed to be exclusive. This Assignment Agreement may be executed in counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. No modification or amendment to this Assignment Agreement shall be binding upon the Parties unless in writing and executed by the duly authorized representative of each of the Parties.

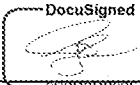
IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment Agreement to be duly executed in duplicate originals by their duly authorized representative as of the day and year first above written.

| | |
|---|---|
| <p>CROWDSTAR LLC</p> <p>DocuSigned by:  <small>7381628C3E1D481...</small></p> <p>By: _____ Name: Jacob J. Schatz Title: Secretary</p> | <p>GLU MOBILE LLC</p> <p>By: _____ Name: Carlos Calonge Title: President</p> |
|---|---|

applicable foreign authorities outside the United States, as applicable, to record Assignee as the assignee and owner of the applicable Assigned Marks. Assignor hereby authorizes the relevant authority at the United States Copyright Office and/or the applicable foreign authorities outside the United States, as applicable, to record Assignee as the assignee and owner of the applicable Assigned Copyrights.

3. This Assignment Agreement is binding upon and inures to the benefit of the Parties hereto and their respective successors and assigns. This Assignment Agreement and the rights and obligations of the Parties hereunder shall be governed by, and construed in accordance with, the laws of the State of California.
4. Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and assigns may commercially reasonably request to effect the terms of this Assignment Agreement and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be commercially reasonably required to effect the terms of this Assignment Agreement.
5. Any rule of construction to the effect that ambiguities are to be resolved against the drafting party will not be applied in the construction or interpretation of this Assignment Agreement. The words "include", "including" and variations thereof will be deemed to be followed by the words "without limitation". The use of "or" will not be deemed to be exclusive. This Assignment Agreement may be executed in counterparts, each of which when executed will be deemed to be an original but all of which taken together will constitute one and the same agreement. No modification or amendment to this Assignment Agreement shall be binding upon the Parties unless in writing and executed by the duly authorized representative of each of the Parties.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment Agreement to be duly executed in duplicate originals by their duly authorized representative as of the day and year first above written.

| | |
|---|---|
| <p>CROWDSTAR LLC</p> <p>By: _____</p> <p>Name: Jacob J. Schatz</p> <p>Title: Secretary</p> | <p>GLU MOBILE LLC</p> <p>DocuSigned by: </p> <p>By: _____</p> <p>Name: Carlos Calonge</p> <p>Title: President</p> |
|---|---|

SCHEDULE 1

ASSIGNED MARKS

| Trademark | Country | Application No. | Registration No. | Owner |
|--|----------------|------------------------|-------------------------|---------------------------------|
| COVET FASHION | Australia | 1586075 | 1586075 | Crowdstar Inc. |
| COVET HOME | Australia | 1778432 | 1778432 | Crowdstar Inc. |
| COVET HOME | Australia | 1778432 | 1778432 | Crowdstar Inc. |
| CROWDSTAR | Australia | | IR 1062858 | Crowdstar Inc. |
| FISH WITH ATTITUDE | Australia | A0034204 | IR 1155789 | Crowdstar Inc. |
| MERMAID WORLD | Australia | A0034810 | IR 1159255 | Crowdstar Inc. |
| SOCIAL GIRL | Australia | A0028946 | IR 1119415 | Crowdstar Inc. |
| TABLE AND TASTE | Australia | A0108406 / 2194497 | IR 1601854 | Crowdstar Inc. |
| TOP STYLIST | Australia | A0034809 | IR 1158572 | Crowdstar Inc. |
| CROWDSTAR | Canada | 1493424 | TMA832996 | Crowdstar Inc. |
| CROWDSTAR'S IT GIRL | Canada | 1515721 | TMA869030 | Crowdstar Inc. |
| HAPPY AQUARIUM | Canada | 1493427 | TMA832999 | Crowdstar Inc. |
| HAPPY ISLAND | Canada | 1493429 | TMA833000 | Crowdstar International Limited |
| HAPPY PETS | Canada | 1487938 | TMA833002 | Crowdstar Inc. |
| HELLO CITY | Canada | 1493425 | TMA832998 | Crowdstar International Limited |
| MERMAID WORLD | Canada | 1619073 | TMA898368 | Crowdstar Inc. |
| SOCIAL GIRL | Canada | 1569991 | TMA879552 | Crowdstar Inc. |
| TABLE AND TASTE | Canada | A0108406 / 2120827 | IR 1601854 | Crowdstar Inc. |
| TOP GIRL | Canada | 1568063 | TMA879551 | Crowdstar Inc. |
| TOP STYLIST | Canada | 1619074 | TMA897464 | Crowdstar Inc. |
| COVET FASHION | China | 13403565 | 13403565 | Crowdstar Inc. |
| CROWDSTAR | China | 11582381 | 11582381 | Crowdstar International Limited |
| CROWDSTAR | China | | IR 1062858A | Crowdstar International Limited |
| FISH WITH ATTITUDE | China | A0034204 | IR 1155789 | Crowdstar Inc. |
| MERMAID WORLD | China | A0034810 | IR 1159255 | Crowdstar Inc. |
| SHI GUANG XIAO ZHEN (and design) | China | 11630301 | 11630301 | Crowdstar Inc. |
| SHI GUANG XIAO ZHEN (and design) | China | 11630331 | 11630331 | Crowdstar Inc. |
| SOCIAL GIRL | China | A0028946 | IR 1119415 | Crowdstar Inc. |
| TOP STYLIST | China | A0034809 | IR 1158572 | Crowdstar Inc. |
| TOPGIRL (and Chinese characters) (stylized) | China | 11630354 | 11630354 | Crowdstar Inc. |

| Trademark | Country | Application No. | Registration No. | Owner |
|---|---------------------------|-----------------|------------------|----------------|
| TOPGIRL (and Chinese characters) (stylized) | China | 11630366 | 11630366 | Crowdstar Inc. |
| ZHONG XING (in Chinese characters) | China | 12162403 | 12162403 | Crowdstar Inc. |
| COVET FASHION | EUTM | 012244653 | 012244653 | Crowdstar Inc. |
| COVET FASHION | EUTM | 012244653 | 012244653 | Crowdstar Inc. |
| COVET HOME | EUTM | 015565187 | 015565187 | Crowdstar Inc. |
| COVET HOME | EUTM | 015565187 | 015565187 | Crowdstar Inc. |
| CROWDSTAR | EUTM | 009315615 | 009315615 | Crowdstar Inc. |
| FISH WITH ATTITUDE | EUTM | A0034204 | IR 1155789 | Crowdstar Inc. |
| HAPPY PETS | EUTM | 009223934 | 009223934 | Crowdstar Inc. |
| MERMAID WORLD | EUTM | A0034810 | IR 1159255 | Crowdstar Inc. |
| SOCIAL GIRL | EUTM | A0028946 | IR 1119415 | Crowdstar Inc. |
| TABLE AND TASTE | EUTM | 018465580 | 018465580 | Crowdstar Inc. |
| TOP STYLIST | EUTM | A0034809 | IR 1158572 | Crowdstar Inc. |
| SHI GUANG XIAO ZHEN (and design) | Hong Kong | 302386521 | 302386521 | Crowdstar Inc. |
| TOPGIRL (and Chinese characters) (stylized) | Hong Kong | 302386530 | 302386530 | Crowdstar Inc. |
| COVET FASHION | Japan | 2013-080635 | 5686587 | Crowdstar Inc. |
| CROWDSTAR | Japan | | IR 1062858 | Crowdstar Inc. |
| MERMAID WORLD | Japan | A0034810 | IR 1159255 | Crowdstar Inc. |
| SOCIAL GIRL | Japan | A0028946 | IR 1119415 | Crowdstar Inc. |
| TOP STYLIST | Japan | A0034809 | IR 1158572 | Crowdstar Inc. |
| COVET FASHION | Republic of Korea (South) | 40-2013-69767 | 40-1064338 | Crowdstar Inc. |
| COVET FASHION | Republic of Korea (South) | 4020130069767 | 4010643380000 | Crowdstar Inc. |
| CROWDSTAR | Republic of Korea (South) | | IR 1062858 | Crowdstar Inc. |
| FISH WITH ATTITUDE | Republic of Korea (South) | A0034204 | IR 1155789 | Crowdstar Inc. |
| MERMAID WORLD | Republic of Korea (South) | A0034810 | IR 1159255 | Crowdstar Inc. |
| SOCIAL GIRL | Republic of Korea (South) | A0028946 | IR 1119415 | Crowdstar Inc. |
| TOP STYLIST | Republic of Korea (South) | A0034809 | IR 1158572 | Crowdstar Inc. |
| MERMAID WORLD | South Africa | 201307100 | 201307100 | Crowdstar Inc. |
| SOCIAL GIRL | South Africa | 201207573 | 201207573 | Crowdstar Inc. |
| TOP GIRL | South Africa | 201205914 | 201205914 | Crowdstar Inc. |
| TOP STYLIST | South Africa | 201307099 | 201307099 | Crowdstar Inc. |

| Trademark | Country | Application No. | Registration No. | Owner |
|-------------------------------------|--------------------------|-----------------|------------------|---------------------------------|
| SHI GUANG XIAO ZHEN (and design) | Taiwan | 101061524 | 01595683 | Crowdstar Inc. |
| COVET FASHION | United Kingdom | UK00912244653 | UK00912244653 | Crowdstar Inc. |
| COVET HOME | United Kingdom | UK00915565187 | UK00915565187 | Crowdstar Inc. |
| CROWDSTAR | United Kingdom | UK00909315615 | UK00909315615 | Crowdstar Inc. |
| FISH WITH ATTITUDE | United Kingdom | UK00801155789 | UK00801155789 | Crowdstar Inc. |
| HAPPY PETS | United Kingdom | UK00909223934 | UK00909223934 | Crowdstar Inc. |
| MERMAID WORLD | United Kingdom | UK00801159255 | UK00801159255 | Crowdstar Inc. |
| SOCIAL GIRL | United Kingdom | UK00801119415 | UK00801119415 | Crowdstar Inc. |
| TABLE AND TASTE | United Kingdom | UK00003636467 | UK00003636467 | Crowdstar Inc. |
| TOP STYLIST | United Kingdom | UK00801158572 | UK00801158572 | Crowdstar Inc. |
| COVET FASHION | United States of America | 85911904 | 4689250 | Crowdstar Inc. |
| CROWDSTAR | United States of America | 77944355 | 3885298 | Crowdstar Inc. |
| CROWDSTAR MOMENTS | United States of America | 90301044 | | Crowdstar Inc. |
| TABLE AND TASTE | United States of America | 90301041 | | Crowdstar Inc. |
| CROWDSTAR | WIPO | | IR 1062858 | Crowdstar Inc. |
| CROWDSTAR | WIPO | | IR 1062858A | Crowdstar International Limited |
| FISH WITH ATTITUDE | WIPO | A0034204 | IR 1155789 | Crowdstar Inc. |
| MERMAID WORLD | WIPO | A0034810 | IR 1159255 | Crowdstar Inc. |
| MODERN GIRL BY CROWDSTAR | WIPO | A0030984 | IR 1135958 | Crowdstar Inc. |
| SOCIAL GIRL | WIPO | A0028946 | IR 1119415 | Crowdstar Inc. |
| TABLE AND TASTE | WIPO | A0108406 | IR 1601854 | Crowdstar Inc. |
| TOP STYLIST | WIPO | A0034809 | IR 1158572 | Crowdstar Inc. |

ASSIGNED COPYRIGHTS

| Work | Reg. Date | Reg. No. | Claimant |
|----------------|-----------|--------------|----------------|
| HAPPY ISLAND | 3/25/2010 | TX0007117798 | Crowdstar Inc. |
| HAPPY AQUARIUM | 3/25/2010 | TX0007117794 | Crowdstar Inc. |