

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM812441

<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>
Viant US LLC		05/08/2023	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Viant Technology LLC		
<b>Street Address:</b>	2722 Michelson Drive #100		
<b>City:</b>	Irvine		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92612		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4351169	ADELPHIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	949-760-0404		
<b>Email:</b>	efiling@knobbe.com		
<b>Correspondent Name:</b>	Michael S. Drell		
<b>Address Line 1:</b>	2040 Main Street 14th Floor		
<b>Address Line 4:</b>	Irvine, CALIFORNIA 92614		
<b>ATTORNEY DOCKET NUMBER:</b>	VNT.003T		
<b>NAME OF SUBMITTER:</b>	Michael S. Drell		
<b>SIGNATURE:</b>	/s/Michael S. Drell		
<b>DATE SIGNED:</b>	05/23/2023		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the date of the last signature below ("**Effective Date**"), by and between Viant US LLC, a Delaware limited liability company having a place of business at 2722 Michelson Drive #100, Irvine, California 92612 ("**ASSIGNOR**") and Viant Technology LLC, a Delaware limited liability company having a principal place of business at 2722 Michelson Drive #100, Irvine, California 92612 ("**ASSIGNEE**").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the ADELPHIC trademark, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of federal trademark registration U.S. Reg. No. 4,351,169 for ADELPHIC, relating to the Trademark (hereinafter collectively referred to as "Registration");

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademark and Registration worldwide; and

WHEREAS, ASSIGNOR wishes to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration worldwide.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration together with the goodwill symbolized by said Trademark and Registration concurrent with the indicia of said goodwill.

Viant US LLC  
Assignor

Viant Technology LLC  
Assignee

DocuSigned by:  
By: Ritesh Patel  
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DocuSigned by:  
By: Larry Madden  
2D51D7C25B8540D...

Name: Ritesh Patel

Name: Larry Madden

Title: CLO

Title: CFO

Dated: 5/8/2023

Dated: 5/13/2023