

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM816332

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
University of Washington		06/08/2023	State University: WASHINGTON
RECEIVING PARTY DATA			
Name:	VIDEOAMP, INC.		
Street Address:	2229 S. CARMELINA AVE.		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4458090	MEDIAAMP	
CORRESPONDENCE DATA			
Fax Number:	9497200182		
<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:	19497601121		
Email:	kgeis@buchalter.com		
Correspondent Name:	Buchalter		
Address Line 1:	18400 Von Karman Avenue, Suite 800		
Address Line 4:	Irvine, CALIFORNIA 92612-0514		
ATTORNEY DOCKET NUMBER:	V1163-5002		
NAME OF SUBMITTER:	Jason W. Croft		
SIGNATURE:	/Jason W. Croft/		
DATE SIGNED:	06/09/2023		
Total Attachments: 2			
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CH \$40.00 4458090

Trademark Assignment (this "Assignment")

Dated June 7, 2023

WHEREAS, University of Washington, a public institution of higher education and agency of the state of Washington with administrative offices at UW CoMotion, 4545 Roosevelt Way NE, Suite 400, Seattle, WA 98105 ("Assignor"), is the owner of the trademark MEDIAAMP and the U.S. trademark registration for MEDIAAMP described on *Exhibit 1-A* hereto (collectively, the "Trademark");

WHEREAS, VideoAmp, Inc., a Delaware Corporation, located at 2229 S. Carmelina Ave., Los Angeles, California 90064 ("Assignee") and Assignor have entered into a certain Trademark Purchase Agreement dated as of the same date herein (the "Agreement"); and

WHEREAS, under the Agreement, Assignor has agreed to assign all right, title, and interest in and to the Trademark, together with the goodwill associated therewith to the Assignee.

NOW THEREFORE, for the consideration set forth in the Agreement and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

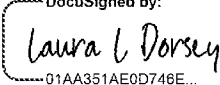
1. Assignor hereby sells, transfers, conveys, assigns, and sets over unto Assignee, its successors and assigns, all right, title and interest in and to the Trademark, including, without limitation, all registrations and applications therefor and the right to apply for and register the Trademark, in the United States of America and all foreign countries, together with the goodwill of Assignor's business in which the Trademark is used and symbolized by the Trademark, all common law and statutory rights related thereto, all rights of renewal and extension, the right to sue and recover for damages and profits for past infringements thereof, and all copyrights and other intellectual property rights in and to the Trademark.

2. The validity, interpretation, performance and enforcement of this Assignment shall be governed by the laws of the State of Washington, United States of America, without consideration of choice of law principles. No party will commence any action, suit, proceeding, or claim arising under or by reason of this Assignment other in the state or federal courts located in King County, Washington.

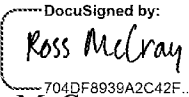
IN WITNESS WHEREOF, the undersigned has executed this Assignment effective as of the date shown above.

UNIVERSITY OF WASHINGTON

VIDEOAMP, INC.

By:  DocuSigned by:
01AA351AE0D746E...

Laura Dorsey
Director CoMotion ID Copyright & Software
Date: 6/8/2023

By:  DocuSigned by:
704DF8939A2C42F...

Ross McCray
Co-Founder and CEO
Date: 6/8/2023

Exhibit 1-A

<u>Mark</u>	<u>Reg. No.</u>	<u>Services</u>	<u>Owner</u>
MEDIAAMP	4,458,090	Class 42: Computer services, namely, providing cloud computing services and operating computer systems and computer networks for data and object storage, digital asset management, media distribution, and content delivery.	University of Washington through its department UW CoMotion