

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM838988

<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>
Brandcrush Pty Ltd		08/22/2023	Limited Liability Company: AUSTRALIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Criteo Technology SAS		
<b>Street Address:</b>	32 rue Blanche		
<b>City:</b>	Paris		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	75009		
<b>Entity Type:</b>	SAS: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5999702	ACTIVATION HOST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2063599000		
<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>	206-359-8000		
<b>Email:</b>	PCTrademarks@perkinscoie.com		
<b>Correspondent Name:</b>	Colleen Ganin		
<b>Address Line 1:</b>	P.O. Box 2608		
<b>Address Line 2:</b>	Perkins Coie LLP		
<b>Address Line 4:</b>	Seattle, WASHINGTON 98111		
<b>ATTORNEY DOCKET NUMBER:</b>	148529-4007.US01		
<b>NAME OF SUBMITTER:</b>	Colleen Ganin		
<b>SIGNATURE:</b>	/Colleen Ganin/		
<b>DATE SIGNED:</b>	09/13/2023		
<b>Total Attachments: 3</b>			
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## **CONFIRMATORY TRADEMARK ASSIGNMENT**

**THIS ASSIGNMENT** is dated 22 August 2023

### **PARTIES**

- (1) Brandcrush Pty Ltd, ACN 617 383 052 (DBA Brandcrush limited liability company Australia), a company organised under the laws of Australia, of Level 9, 505 Little Collins Street, Melbourne VIC 3000, Australia (**Assignor**).
- (2) Criteo Technology SAS, a company incorporated and registered in France with company number 908 274 038 RCS Paris whose registered office is at 32, rue Blanche, 75009 Paris, France (**Assignee**).

### **BACKGROUND**

Pursuant to a Trademark and Domain Name Assignment Agreement dated 1 August 2023, the Assignor transferred with effects from 1 March 2023 all its rights and interests in the domain names, trademarks, the trademark registrations and the trademark applications to the Assignee. The present agreement records the assignment of certain intellectual property rights used in the course of the business.

### **AGREED TERMS**

#### **1. INTERPRETATION**

The following definitions and rules of interpretation apply in this agreement.

**Assigned Rights:** the Trade Marks owned by the Assignor.

**Effective Date:** 1 March 2023

**Trade Marks:** trade marks and service marks, business names and domain names, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, including the registered trade marks and the unregistered trade marks and trade names, short particulars of which are set out in Exhibit A.

#### **2. ASSIGNMENT**

The Assignor hereby confirms that it has assigned the Assignee absolutely with full title guarantee, with effect from the Effective Date, all its right, title and interest in and to the Assigned Rights, including:

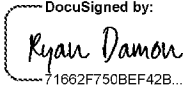
- (a) all goodwill attaching to the Trade Marks and in respect of the business relating to the goods or services for which the Trade Marks are registered or used; and

- (b) the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of any of the Assigned Rights whether occurring before, on, or after the date of this assignment.


**3. COUNTERPARTS**

- 3.1 This agreement may be executed in any number of counterparts, each of which when executed and delivered shall constitute a duplicate original, but all the counterparts shall together constitute the one agreement.
- 3.2 No counterpart shall be effective until each party has executed and delivered at least one counterpart.



Signed by Ryan Damon  
for and on behalf of Brandcrush Pty Ltd

DocuSigned by:  
  
.....  
71662F750BEF42B.....  
Chief Legal and Corporate Affairs  
Officer (*General Counsel*)

Signed by Ryan Damon  
for and on behalf of CRITEO Technology SAS

DocuSigned by:  
  
.....  
71662F750BEF42B.....  
Chief Legal and Corporate Affairs  
Officer (*General Counsel*)

**EXHIBIT A Registered trademarks and applications****Part 1 Trade Mark Applications**

Country	Trade Mark	Application No.	Class(es)
Australia	BRANDCRUSH	2334389	42
Australia		2334391	35, 42
Australia		2334390	35,42

**Part 2 Trade Mark Registrations**

Country	Trade Mark	Registration No.	Class	Renewal Date
Australia	BRANDCRUSH	<u>1952350</u>	35	31 Aug 2028
Australia	ACTIVATION HOST	<u>1952352</u>	35	31 Aug 2028
UK	BRANDCRUSH	<u>3341685</u>	35	28 Sep 2028
UK	ACTIVATION MARKETPLACE	<u>3344408</u>	35	10 Oct 2028
USA	ACTIVATION HOST	<u>5999702</u>	35	19 Sep 2028
USA	BRANDCRUSH	<u>5912014</u>	35	19 Sep 2028