

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM858221

<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>
StumbleUpon, Inc.		11/30/2023	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mix Media Group LLC		
<b>Street Address:</b>	7111 Santa Monica Boulevard		
<b>Internal Address:</b>	Suite B-701		
<b>City:</b>	West Hollywood		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90046		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4171142	STUMBLEUPON	
<b>Registration Number:</b>	4171145	SU	
<b>Registration Number:</b>	3448694	STUMBLEUPON	
<b>Registration Number:</b>	3524597	STUMBLE	
<b>Registration Number:</b>	3524588	STUMBLEUPON	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3474382134		
<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>	212.826.5579		
<b>Email:</b>	pto@fkks.com		
<b>Correspondent Name:</b>	Catherine M.C. Farrelly		
<b>Address Line 1:</b>	28 Liberty Street		
<b>Address Line 4:</b>	New York, NEW YORK 10005		
<b>NAME OF SUBMITTER:</b>	Catherine M.C. Farrelly		
<b>SIGNATURE:</b>	/Catherine M.C. Farrelly/		
<b>DATE SIGNED:</b>	12/04/2023		
<b>Total Attachments: 11</b>			

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## **TRADEMARK ASSIGNMENT AGREEMENT**

This Trademark Assignment Agreement (this “Trademark Assignment”) is effective as of the 30th day of November, 2023 (the “Effective Date”), by and between StumbleUpon, Inc., a Delaware corporation having an address of 660 4th Street, #558, San Francisco, CA 94107 (“Assignor”), and Mix Media Group LLC, a Delaware limited liability company having an address of 7111 Santa Monica Blvd Suite B-701, West Hollywood, CA 90046 (“Assignee”).

WHEREAS, Assignor is the owner of the trademark applications and registrations set forth in Exhibit A hereto, the rights represented thereby, and all goodwill associated therewith (the “Trademarks”);

WHEREAS, Assignee and Assignor are parties to that certain Asset Purchase Agreement, dated of the Effective Date (the “Purchase Agreement”), pursuant to which Assignee has agreed to acquire certain assets of Assignor, including all of Assignor’s right, title and interest in and to all of the Trademarks; and

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire, all of Assignor’s right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor and Assignee agree as follows:

1. **Trademark Assignment.** Assignor hereby assigns to Assignee, and Assignee hereby accepts, all right, title, and interest in and to the Trademarks, including the applications and registrations therefor, the rights represented thereby, and all goodwill associated therewith, as of the Effective Date.

2. **Recordal of Chain of Title.** To the extent necessary to record Assignee’s ownership of the Trademarks with the relevant trademark offices, Assignor agrees to execute such confirmatory assignments and to comply with any related notarization, witness signature, or legalization requirements so that recordal of Assignee’s ownership of the Trademarks may be accomplished.

3. **Further Assurances.** Assignor will cause to be performed such other lawful acts and to be executed such further assignments and other lawful documents as Assignee may reasonably request to effectuate in full this Trademark Assignment and to fully maintain and enforce the rights hereby conveyed, and to permit Assignee to obtain registrations and/or renewals for and be duly recorded as the registered owner of each of the Trademarks and all other rights hereby conveyed.

4. **Governing Law.** This Trademark Assignment shall be governed by and construed in accordance with the laws of the United States and the State of Delaware.

5. **Entire Agreement.** This Trademark Assignment, together with the Purchase Agreement constitute the entire agreement between the parties. No amendment, modification, or

waiver of any of the provisions hereof will be valid unless set forth in a written instrument signed by the parties.

6. **Conflict.** Nothing in this Trademark Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Purchase Agreement or affect the rights of the parties under the Purchase Agreement. In the event of any conflict between the provisions hereof and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement shall govern and control.

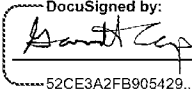
7. **Counterparts.** This Trademark Assignment may be executed in two or more counterparts (including by facsimile or other electronic transmission), each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[Signature Page Follows]

IN WITNESS THEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representatives.

**STUMBLEUPON, INC.**

**MIX MEDIA GROUP LLC**

By:  \_\_\_\_\_  
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By: \_\_\_\_\_

Name: Garrett Camp

Name: Lara N. Gilman

Title: Chief Executive Officer

Title: President

IN WITNESS THEREOF, Assignor and Assignee have caused this Trademark Assignment to be executed by their duly authorized representatives.

**STUMBLEUPON, INC.**

**MIX MEDIA GROUP LLC**

By: \_\_\_\_\_

By: Lara Gilman \_\_\_\_\_

Name: Garrett Camp


Name: Lara N. Gilman

Title: Chief Executive Officer

Title: President



## EXHIBIT A



TRADEMARKS

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	United States	App 85468199	App 09-NOV-2011	Reg 4171142	Reg 10-JUL-2012	Registered IC35 Cancelled IC9	Stumbleupon, Inc.
SU	United States	App 85468233	App 09-NOV-2011	Reg 4171145	Reg 10-JUL-2012	Registered Class 35, 38, 42, 45 Cancelled IC9, 41	Stumbleupon, Inc.
STUMBLEUPON	United States	App 77302298	App 11-OCT-2007	Reg 3448694	Reg 17-JUN-2008	Registered	Stumbleupon, Inc.
STUMBLE	United States	App 77010512	App 29-SEP-2006	Reg 3524597	Reg 28-OCT-2008	Registered	Stumbleupon, Inc.
STUMBLEUPON	United States	App 77004756	App 21-SEP-2006	Reg 3524588	Reg 28-OCT-2008	Registered	Stumbleupon, Inc.
STUMBLEUPON	Canada	App 1575000	App 25-APR-2012	Reg TMA880110	Reg 13-JUN-2014	Registered	StumbleUpon, Inc.
	Canada	App 1575002	App 25-APR-2012	Reg TMA894190	Reg 16-JAN-2015	Registered	StumbleUpon, Inc.
							
SU	Canada	App 1575004	App 25-APR-2012	Reg TMA887930	Reg 10-OCT-2014	Registered	StumbleUpon, Inc.
STUMBLEI	Canada	App 1575006	App 25-APR-2012	Reg TMA880111	Reg 13-JUN-2014	Registered	StumbleUpon, Inc.
PAID DISCOVERY	Canada	App 1547680	App 13-OCT-2011	Reg TMA853130	Reg 12-JUN-2013	Registered	StumbleUpon, Inc.
STUMBLEUPON	Canada	App 1391064	App 11-APR-2008	Reg TMA755561	Reg 17-DEC-2009	Registered	StumbleUpon, Inc.
STUMBLEUPON	Mexico	App 1269866	App 27-APR-2012	Reg 1311787	Reg 14-SEP-2012	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Mexico	App 1269868	App 27-APR-2012	Reg 1314287	Reg 25-SEP-2012	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Mexico	App 894157	App 07-NOV-2007	Reg 1086147	Reg 20-FEB-2009	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Mexico	App 894159	App 07-NOV-2007	Reg 1043487	Reg 30-MAY-2008	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Mexico	App 894158	App 07-NOV-2007	Reg 1100621	Reg 20-MAY-2009	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 4251532	App 07-JUN-2023			Pending	Stumbleupon, Inc. (United States of America)

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	Argentina	App 4251533	App 07-JUN-2023	Reg 3419609	Reg 14-JUL-2023	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 3895093	App 18-MAY-2020	Reg 3153217	Reg 11-MAR-2021	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 3895094	App 18-MAY-2020	Reg 3153218	Reg 11-MAR-2021	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 3895095	App 18-MAY-2020	Reg 3153219	Reg 11-MAR-2021	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 3161105	App 27-APR-2012	Reg 2591548	Reg 29-AUG-2013	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 3161104	App 27-APR-2012	Reg 2591547	Reg 29-AUG-2013	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 2936183	App 11-AUG-2009	Reg 2369283	Reg 10-MAY-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 2936184	App 11-AUG-2009	Reg 2369284	Reg 10-MAY-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Argentina	App 2936185	App 11-AUG-2009	Reg 2369285	Reg 10-MAY-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Brazil	App 840116250	App 07-MAY-2012	Reg 840116250	Reg 09-JUN-2015	Registered	Stumbleupon, Inc.
STUMBLEUPON	Brazil	App 840116276	App 07-MAY-2012	Reg 840116276	Reg 09-JUN-2015	Registered	Stumbleupon, Inc.
STUMBLEUPON	Brazil	App 829482482	App 26-NOV-2007	Reg 829482482	Reg 23-DEC-2014	Registered	Stumbleupon, Inc.
STUMBLEUPON	Brazil	App 829482431	App 26-NOV-2007	Reg 829482431	Reg 09-AUG-2011	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Brazil	App 829482466	App 26-NOV-2007	Reg 829482466	Reg 09-AUG-2011	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Colombia	App 12076156	App 09-MAY-2012	Reg 464365	Reg 15-JAN-2013	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Norway	App 201204197	App 24-APR-2012	Reg 267174	Reg 14-SEP-2012	Registered	Stumbleupon Inc (United States of America)
STUMBLEUPON	Norway	App 200907700	App 31-JUL-2009	Reg 253775	Reg 01-DEC-2009	Registered	Stumbleupon Inc (United States of America)



Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	Russian Federation	App 2012714812	App 05-MAY-2012	Reg 495694	Reg 05-SEP-2013	Registered	STUMBLEUPON (United States of America) СтамблАпон, Инк.
STUMBLEUPON	Russian Federation	App 2009719262	App 04-AUG-2009	Reg 416295	Reg 17-AUG-2010	Registered	STUMBLEUPON INC (United States of America) СтамблАпон, Инк.
STUMBLEUPON	Switzerland	App 54953/2012	App 24-APR-2012	Reg 630790	Reg 14-JUN-2012	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEI!	Switzerland	App 53184/2007	App 21-MAR-2007	Reg P-570057	Reg 04-APR-2008	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	Switzerland	App 53181/2007	App 21-MAR-2007	Reg P-570056	Reg 04-APR-2008	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	Turkey	App 2012/43039	App 09-MAY-2012	Reg 2012 43039	Reg 06-JAN-2014	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Turkey	App 2007/58558	App 05-NOV-2007	Reg 2007 58558	Reg 16-OCT-2008	Registered	Stumbleupon, Inc. (United States of America)
SBY	United Kingdom	App UK00912552394	App 31-JAN-2014	Reg UK00912552394	Reg 16-JUN-2014	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEI!	United Kingdom	App UK00910836054	App 25-APR-2012	Reg UK00910836054	Reg 03-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
	United Kingdom	App UK00910832632	App 24-APR-2012	Reg UK00910832632	Reg 12-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
							
SU	United Kingdom	App UK00910832616	App 24-APR-2012	Reg UK00910832616	Reg 12-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
PAID DISCOVERY	United Kingdom	App UK00910336816	App 13-OCT-2011	Reg UK00910336816	Reg 23-FEB-2012	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	United Kingdom	App UK00906422448	App 09-NOV-2007	Reg UK00906422448	Reg 30-OCT-2009	Registered	StumbleUpon, Inc. (United States of America)
	United Kingdom	App UK00906422489	App 09-NOV-2007	Reg UK00906422489	Reg 10-FEB-2010	Registered	StumbleUpon, Inc. (United States of America)

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	United Kingdom	App UK00905761011	App 15-MAR-2007	Reg UK00905761011	Reg 16-MAY-2008	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEI	United Kingdom	App UK00905761085	App 15-MAR-2007	Reg UK00905761085	Reg 08-MAY-2008	Registered	StumbleUpon, Inc. (United States of America)
SBY	EUTM	App 12552394	App 31-JAN-2014	Reg 12552394	Reg 16-JUN-2014	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEI	EUTM	App 10836054	App 25-APR-2012	Reg 10836054	Reg 03-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
SU	EUTM	App 10832616	App 24-APR-2012	Reg 10832616	Reg 12-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
	EUTM	App 10832632	App 24-APR-2012	Reg 10832632	Reg 12-SEP-2012	Registered	StumbleUpon, Inc. (United States of America)
PAID DISCOVERY	EUTM	App 10336816	App 13-OCT-2011	Reg 10336816	Reg 23-FEB-2012	Registered	StumbleUpon, Inc. (United States of America)
	EUTM	App 6422489	App 09-NOV-2007	Reg 6422489	Reg 10-FEB-2010	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	EUTM	App 6422448	App 09-NOV-2007	Reg 6422448	Reg 30-OCT-2009	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	EUTM	App 5761011	App 15-MAR-2007	Reg 5761011	Reg 16-MAY-2008	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEI	EUTM	App 5761085	App 15-MAR-2007	Reg 5761085	Reg 08-MAY-2008	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	Israel	App 246035	App 22-APR-2012	Reg 246035	Reg 05-MAR-2014	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	Israel	App 222516	App 02-AUG-2009	Reg 222516	Reg 07-MAR-2011	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	Israel	App 222517	App 02-AUG-2009	Reg 222517	Reg 07-MAR-2011	Registered	StumbleUpon, Inc. (United States of America)
STUMBLEUPON	South Africa	App 2012/11347	App 02-MAY-2012	Reg 2012/11347	Reg 14-FEB-2014	Registered	StumbleUpon, Inc. (United States of America)

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	South Africa	App 2012/11348	App 02-MAY-2012	Reg 2012/11348	Reg 14-FEB-2014	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	South Africa	App 2009/14920	App 04-AUG-2009	Reg 2009/14920	Reg 26-JAN-2011	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	South Africa	App 2009/14921	App 04-AUG-2009	Reg 2009/14921	Reg 26-JAN-2011	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	China	App 10800957	App 20-APR-2012	Reg 10800957	Reg 14-JUL-2013	Registered	Stumbleupon, Inc. (China)
STUMBLEUPON	China	App 10800958	App 20-APR-2012	Reg 10800958	Reg 14-JUL-2013	Registered	Stumbleupon, Inc. (China)
PAID DISCOVERY	China	App 10060273	App 13-OCT-2011	Reg 10060273	Reg 07-DEC-2012	Registered	Stumbleupon, Inc. (China)
STUMBLEUPON	China	App 6522235	App 21-JAN-2008	Reg 6522235	Reg 14-APR-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	China	App 6522234	App 21-JAN-2008	Reg 6522234	Reg 07-SEP-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	China	App 6522233	App 21-JAN-2008	Reg 6522233	Reg 28-MAR-2010	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Hong Kong	App 302229543	App 20-APR-2012	Reg 302229543	Reg 20-APR-2012	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Hong Kong	App 301397115	App 31-JUL-2009	Reg 301397115	Reg 31-JUL-2009	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	India	App 1620455	App 13-NOV-2007	Reg 1620455	Reg 11-JUL-2017	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	India	App 1620454	App 13-NOV-2007	Reg 1620454	Reg 30-MAY-2017	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	India	App 2325207	App 02-MAY-2012	Reg 2325207	Reg 15-NOV-2016	Registered	Stumbleupon, Inc., Body Incorporate (United States of America)
PAID DISCOVERY	India	App 2219560	App 13-OCT-2011	Reg 2219560	Reg 13-OCT-2011	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Japan	App 2012031830	App 20-Apr-2012	Reg 5509548	Reg 20-Jul-2012	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Japan	App 2007111941	App 01-Nov-2007	Reg 5248521	Reg 17-Jul-2009	Registered	Stumbleupon, Inc. (United States of America)

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	Malaysia	App 2012006991	App 26-APR-2012	Reg 2012006991	Reg 26-APR-2012	Registered	Stumbleupon, Inc (United States of America)
STUMBLEUPON	Malaysia	App 2012006992	App 26-APR-2012	Reg 2012006992	Reg 26-APR-2012	Registered	Stumbleupon, Inc (United States of America)
STUMBLEUPON	Malaysia	App 09013345	App 07-AUG-2009	Reg 09013345	Reg 07-AUG-2009	Registered	Stumbleupon, Inc (United States of America)
STUMBLEUPON	Malaysia	App 09013346	App 07-AUG-2009	Reg 09013346	Reg 07-AUG-2009	Registered	Stumbleupon, Inc (United States of America)
stumbleupon	Singapore	App T12058561	App 24-APR-2012			Registered	Stumbleupon, Inc. (United States of America)
stumbleupon	Singapore	App T0908592E	App 04-AUG-2009			Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	South Korea	App 45-2012-0002188	App 26-APR-2012	Reg 4500457810000	Reg 07-AUG-2013	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	South Korea	App 41-2007-0028680	App 01-NOV-2007	Reg 4101852900000	Reg 21-MAY-2009	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Taiwan	App 101022635	App 25-APR-2012	Reg 01685892	Reg 01-JAN-2015	Registered	Stumbleupon, Inc. (United States of America)
STUMBLE-UPON	Australia	App 2297970	App 02-SEP-2022	Reg 2297970	Reg 02-SEP-2022	Registered	Stumbleupon, Inc. (United States of America)
STUMBLE	Australia	App 2265752	App 27-APR-2022	Reg 2265752	Reg 27-APR-2022	Registered	Stumbleupon, Inc. (United States of America)
STUMBLEUPON	Australia	App 1486878	App 20-APR-2012	Reg 1486878	Reg 20-APR-2012	Registered	Stumbleupon, Inc. a Delaware corporation (United States of America)
PAID DISCOVERY	Australia	App 1453658	App 13-OCT-2011	Reg 1453658	Reg 13-OCT-2011	Registered	Stumbleupon, Inc. a Delaware corporation (United States of America)
STUMBLEUPON	Australia	App 1207997	App 01-NOV-2007	Reg 1207997	Reg 01-NOV-2007	Registered	Stumbleupon, Inc. a Delaware corporation (United States of America)
STUMBLEUPON	New Zealand	App 957816	App 26-APR-2012	Reg 957816	Reg 30-OCT-2012	Registered	Stumbleupon, Inc (United States of America)

Citation	Country	Application Number	Application Date	Registration Number	Registration Date	Status	Owner Name
STUMBLEUPON	New Zealand	App 810344	App 31-JUL-2009	Reg 810344	Reg 11-FEB-2010	Registered	StumbleUpon, Inc (United States of America)

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