

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412157

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Plain Vanilla Corp.		12/19/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Glu Mobile Inc.		
Street Address:	500 Howard Street, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4537463	QUIZUP	
CORRESPONDENCE DATA			
Fax Number:	6509385200		
<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:	(650) 988-8500		
Email:	trademarks@fenwick.com, jdueck@fenwick.com		
Correspondent Name:	Fenwick & West LLP		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041-1990		
ATTORNEY DOCKET NUMBER:	24310-00070-1409		
NAME OF SUBMITTER:	Sally M. Abel, Esq.		
SIGNATURE:	/sabel/		
DATE SIGNED:	01/12/2017		
Total Attachments: 5			
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (“**Assignment**”) is effective as of December 19, 2016 from Plain Vanilla Corp., a Delaware corporation (“**Company**”) to Glu Mobile Inc., a Delaware corporation (“**Buyer**”) (each, a “**Party**”, and together, the “**Parties**”).

WHEREAS, the Parties are parties to that certain Asset Purchase Agreement dated as of even date herewith (the “**Agreement**”), pursuant to which Company has agreed to transfer, convey, and assign to Buyer all of its right, title, and interest throughout the world in all registered and common law trademarks, trade names, logos and/or service marks owned by the Company and its subsidiaries and other Affiliates (“**Trademarks**”), including those set forth in Schedule A attached hereto, and all goodwill associated therewith;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged by Company, the Parties agree as follows:

Company, on behalf of itself, its subsidiaries and other Affiliates hereby irrevocably transfers, conveys, and assigns to Buyer all right, title and interest in and to the Trademarks throughout the world, together with the goodwill associated therewith and symbolized thereby including, without limitation, all rights in all applications to register any of the Trademarks and all registrations that have been or may be granted for any of the Trademarks, together with all common law rights and the right to sue and recover damages for future, present, and past infringements of the Trademarks.

Company will execute and deliver all documents and take all necessary actions as Buyer may reasonably request for the purpose of evidencing or effecting the foregoing assignment and transfer of the Trademarks. If Buyer is unable for any reason to secure Company’s assistance in connection with the foregoing, Company hereby irrevocably designates and appoints Buyer and its officers and agents as its attorney-in fact, to act on its behalf to do any of the foregoing.

Nothing in this Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Agreement or affect or modify any of the rights or obligations of the Parties under the Agreement. All capitalized terms that are not otherwise defined herein shall have the meaning set forth in the Agreement. In the event of any conflict between the provisions hereof and the provisions of the Agreement, the provisions of the Agreement shall govern and control.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the date written above.

Plain Vanilla Corp.











By: Thor Fridriksson

Name: Thorsteinn Fridriksson



Title: President

Schedule A

Trademarks

Mark	Filing Date	Application No.	Protection Date	Registration No.	Intl. Registration No.	Jurisdiction
 QuizUp	October 14, 2013	2964/2013	December 2, 2013	1045/2013	1235277	IS
 QuizUp	April 11, 2014		April 11, 2014		1235277	AU
 QuizUp	April 11, 2014		April 11, 2014		1235277	CH
 QuizUp	April 11, 2014		April 11, 2014		1235277	EM ¹
 QuizUp	April 11, 2014		April 11, 2014		1235277	NO
 QuizUp	April 11, 2014		April 11, 2014		1235277	NZ
 QuizUp	April 11, 2014		April 11, 2014		1235277	TR
 QuizUp	April 11, 2014		April 11, 2014		1235277	KR
 QuizUp	April 11, 2014		April 11, 2014		1235277	JP
 QuizUp	April 11, 2014		April 11, 2014		1235277	SG
 QuizUp	April 11, 2014		April 11, 2014		1235277	RU

¹ All the European Union Countries

Mark	Filing Date	Application No.	Protection Date	Registration No.	Intl. Registration No.	Jurisdiction
 QuizUp	April 11, 2014		April 11, 2014		1235277	CN ²
 QuizUp	April 11, 2014		April 11, 2014		1235277	U.S.

Mark	Filing Date	Application No.	Protection Date	Registration No.	Intl. Registration No.	Jurisdiction
The word "QuizUp"	April 11, 2014	974/2014	April 11, 2014	591/2014	1243930	IS
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	NZ
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	CH
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	AU
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	EM ³
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	JP
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	KR
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	MX
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	NO

² The Company did not get a protection in class 28.

³ All the countries in the European Union

Mark	Filing Date	Application No.	Protection Date	Registration No.	Intl. Registration No.	Jurisdiction
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	RU
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	SG
The word "QuizUp"	April 11, 2014		April 11, 2014		1243930	US ⁴
The word "QuizUp"	October 16 2013		October 16, 2013	4537463		US ⁵

⁴ In classes 16, 21, 25, 28, 35, 38, 42

⁵ In classes 9 and 41.