

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM475949

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF SELLER'S INTEREST IN ASSIGNED ASSETS		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
COMERICA BANK		05/24/2018	a Texas banking association: TEXAS
RECEIVING PARTY DATA			
Name:	ESW Holdings, Inc.		
Street Address:	401 Congress Avenue		
Internal Address:	Suite 2650		
City:	AUSTIN		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4422706	PUT FUN TO WORK	
Registration Number:	3859553	HOOPLA	
CORRESPONDENCE DATA			
Fax Number:	7349302494		
<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:	7349302488		
Email:	ipfilings@bodmanlaw.com		
Correspondent Name:	Susan M. Kornfield - Bodman PLC		
Address Line 1:	201 South Division, Suite 400		
Address Line 4:	Ann Arbor, MICHIGAN 48104		
NAME OF SUBMITTER:	SUSAN M. KORNFIELD		
SIGNATURE:	/susan m. kornfield/		
DATE SIGNED:	05/30/2018		
Total Attachments: 1 source=Hoopla#page1.tif			

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ASSIGNMENT OF SELLER'S INTEREST IN ASSIGNED ASSETS

This Assignment of Seller's Interest in Assigned Assets ("Assignment") is executed and delivered as of May 24, 2018 by Comerica Bank ("Seller"), a Texas banking association to ESW Holdings, Inc. ("Purchaser").

RECITALS:

Seller and Purchaser entered into an Asset Sale Agreement dated May 24, 2018 ("Sale Agreement"). Capitalized terms not defined in this Assignment shall have the meanings ascribed to them in the Sale Agreement.

All conditions precedent to closing the transactions contemplated by the Sale Agreement have been satisfied or waived, and the parties desire to close the transactions contemplated by the Sale Agreement, all as hereinafter set forth.

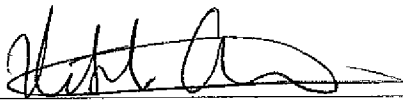
NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is acknowledged, Seller states as follows:

1. Seller does hereby sell, transfer, assign, grant and convey to Purchaser Seller's interest in the Assigned Assets. Such sale, transfer, assignment, grant and conveyance is made without recourse, representations or warranties of any kind except as may be otherwise expressly set forth in the Sale Agreement.

2. This Assignment shall be governed by and construed in accordance with the laws of the State of California.

SELLER:

COMERICA BANK

By: 

Its: VP, Natali Amir