

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM739277

<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>
ArcaMax Publishing, LLC		05/11/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zeta Global Corp.		
<b>Street Address:</b>	3 Park Avenue, 33rd Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	97119512	A	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	5124926413		
<b>Email:</b>	tmg@slwip.com		
<b>Correspondent Name:</b>	Pamela B. Huff		
<b>Address Line 1:</b>	PO Box 2938		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55402		
<b>ATTORNEY DOCKET NUMBER:</b>	4525.179US1		
<b>NAME OF SUBMITTER:</b>	Pamela B. Huff		
<b>SIGNATURE:</b>	/Pamela B. Huff/		
<b>DATE SIGNED:</b>	07/06/2022		
<b>Total Attachments: 3</b>			
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source=Trademark Assignment - ArcaMax to Zeta Signed#page2.tif			
source=Trademark Assignment - ArcaMax to Zeta Signed#page3.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Assignment") is made as of 5/11/2022, 2022, by ArcaMax Publishing, LLC, a Delaware limited liability company ("Assignor"), in favor of Zeta Global Corp., a Delaware corporation ("Assignee").

**RECITALS:**

WHEREAS, Assignor (f.k.a. ZAAX LLC) and ArcaMax Publishing Inc., a Virginia corporation ("ArcaMax"), entered into an Agreement and Plan of Merger dated March 11, 2022 together with the stockholders of ArcaMax, Zeta Global Holdings Corp. (sole owner of Assignee), and the stockholder agent named therein (the "Merger Agreement"), under which ArcaMax merged with and into Assignor. All capitalized terms not otherwise defined in this Assignment will have their respective meanings set forth in the Merger Agreement;

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the trademarks listed in Appendix A attached hereto, including any United States trademark registrations and applications and any common law trademark rights therefor or any other common law trademarks (the "Marks"); and

WHEREAS, Assignor desires to sell, assign, transfer and set over to Assignee, and Assignee desires to receive, Assignor's entire right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, and Assignee does hereby receive, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the State of New York, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the State of New York without regard to its conflicts of law principles.

**[SIGNATURES ON FOLLOWING PAGE]**

(SIGNATURE PAGE TO TRADEMARK ASSIGNMENT)

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date and year first above written.

ARCAMAX PUBLISHING, LLC

DocuSigned by:  
By: Steven Vine  
Name: Steven Vine  
Title: President and Secretary

ZETA GLOBAL CORP.

DocuSigned by:  
By: Steven Vine  
Name: Steven Vine  
Title: Executive Vice President and General Counsel