

EXHIBIT A

Pocket.watch Expands Into Gaming Of All Kinds, With Launch Of New P.W Games Division



P.W Games will bring a series of new kids and family mobile and console games to market, featuring their top YouTube creator partners. The first title, Tag with Ryan, launched in late December and has been downloaded over 1 Million times

NEWS PROVIDED BY
pocket.watch
Feb 04, 2019, 09:00 ET



LOS ANGELES, Feb. 4, 2019 /PRNewswire/ -- Pocket.watch, the new studio that specializes in entertaining and inspiring kids and families through digital-first content and sparking their imaginations with lifestyle products ranging from toys to toothbrushes, today announced the launch of P.W Games, the studio's new gaming division. Under the P.W Games banner, the studio will bring a series of mobile and console games to market. The first game, *Tag With Ryan*, a mobile, free-to-play, endless runner game featuring the likeness of mega-YouTube creator, Ryan of Ryan ToysReview launched in late December and has already been downloaded over 1 Million times. P.W Games partnered with WildWorks to develop and release *Tag With Ryan* and it is available in both the [Apple App Store](#) for iPhone and iPad and on [Google Play for Android](#) devices.

"At pocket.watch, our goal is to bring kids and families more of what they love from YouTube, and gaming is central to this mission," said Chris M. Williams, Founder and CEO of pocket.watch. "Over the past year, we have created books, television shows, consumer products and more based on some of today's most popular YouTube stars and formats, and gaming is the next frontier. We're thrilled to be partnering with the best of the best in the gaming industry to inspire kids and families to play with these beloved characters in an entirely new way."

To develop *Tag With Ryan*, pocket.watch partnered with WildWorks, the company known for creating *Animal Jam*, the largest virtual world for kids. The game, which features many characters from Ryan's World follows Combo Panda's antics as he hacks a new video game and modifies it to challenge Ryan to an endless ultimate game of tag. To help Ryan win, players are enlisted to see if they have what it takes to outrun Combo Panda as they attempt to find a variety of Ryan's costumes that have been hidden all over the game. Other characters from Ryan's World feature prominently in the game including the extremely popular Gus the Gummy Gator and Red Titan, Ryan's superhero alter-ego.

"The world of entertainment has changed dramatically in the last decade and the most popular kids and family personalities and characters are now coming from YouTube, mobile games and other digital-first platforms," said Clark Stacey, CEO and Co-Founder of WildWorks. "We're thrilled to partner with pocket.watch to bring *Tag With Ryan* to life and create a way for kids and families to engage with Ryan and his friends in an entirely new but totally organic way."

In addition to launching *Tag With Ryan*, P.W Games is also working alongside Superstar Games to launch *P.W Putting Planet*, a mobile free-to-play, augmented reality game, available later in Q1 of 2019. The game will feature different planets populated by mini-golf courses inspired by pocket.watch creators HobbyKidsTV. Players will interact with a virtual golf experience that appears in their houses, backyards, parks or anywhere they choose to play on their phones. The game also contains a fully-functional YouTube player so that players can watch their favorite HobbyKidsTV videos as they play—a first for any mobile augmented reality game.

The studio has also partnered with Outright Games to bring P.W Games first console game, *Race with Ryan*, to market. The studio's kart racing console game is slated to launch in Fall of 2019.

"At a very young age, Ryan has been able to captivate kids around the world with his infectious personality, allowing them to join in on his adventures," said Terry Malham, CEO of Outright Games. "Race with Ryan will give families the opportunity to continue their adventures, partnering with P.W Games for the first to market console game under the Ryan's World lifestyle line."

Tag with Ryan can be downloaded from the following links:
iOS: <https://itunes.apple.com/us/app/tag-with-ryan/id1440073810?mt=8>
Android: https://play.google.com/store/apps/details?id=com.WildWorks.RyansTag&hl=en_US

For more information about P.W games and the kids and family entertainment studio's vast array of content and products, please visit [pocket.watch](#).

About pocket.watch

Pocket.watch is a new studio that specializes in entertaining and inspiring kids and families through digital-first content and sparking their imaginations with lifestyle products ranging from toys to toothbrushes. The company inspires kids to seamlessly move between screen time and playtime and boasts a growing portfolio of franchises that includes some of the largest kids and family YouTube brands in the world alongside original characters and talent that the company has extended into premium series, consumer products, books, games, live events and more. Pocket.watch was founded in March 2017 by Chris M. Williams and is located in Culver City, CA where it maintains an office and studio. The management team is made up of studio veterans and visionaries from traditional and digital entertainment including Albie Hecht, Stone Newman, Jon Moonves and David B. Williams. Investors include Viacom, Greycroft, Third Wave Digital and United Talent Agency (UTA), as well as notable strategic angels including Robert Downey Jr. (Team Downey) and Jon Landau.

Contact:
pocketwatch@sunshinesachs.com

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EXHIBIT B



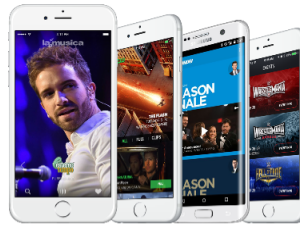
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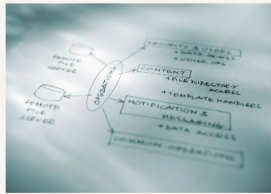
We deliver at every stage of the mobile lifecycle.

From strategy to fulfillment, Phunware creates category-defining mobile experiences for the world's leading brands.



Discover our Entertainment experiences!

Learn more



Strategize

A successful strategy results from clearly understanding business and user goals, implementing intelligent architecture and ensuring platform extensibility and expandability.

Creating utility and value as a first priority and focusing on experiences rather than feature sets ensures we deliver solutions that drive value.

We drive ongoing results through the combination of performance with business intelligence, evolving roadmaps underlying experiences and treating those experiences like core products and services.

Create

Our design team is focused on creating the most incredibly visual and interactive experiences possible. Phunware design is never random and always based on careful study of your goals and your audience.

Our goal is to build applications that encourage users to interact with design elements and enjoy searching for the subtleties that bring the experience to life.



Launch

Delivery is not the destination but the beginning of an ongoing journey that strives to continuously innovate and inspire.

Our solutions include a support infrastructure to enable the constant evolution of the brand experience across mobile and how users engage with it.

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Area of Interest *

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<https://www.phunware.com/services/>

EXHIBIT C



WHAT WE'RE ABOUT

Pocket.watch is the new studio creating global franchises from the YouTube stars and characters loved by Generation Alpha.

Pocket.watch specializes in entertaining and inspiring kids and families through digital-first content and sparking their imaginations with lifestyle products ranging from toys to toothbrushes.



[MORE INFO](#)

MEET OUR CREATORS



CaptainSparklez



Ryan ToysReview



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Ryan's World™ Giant Mystery Egg

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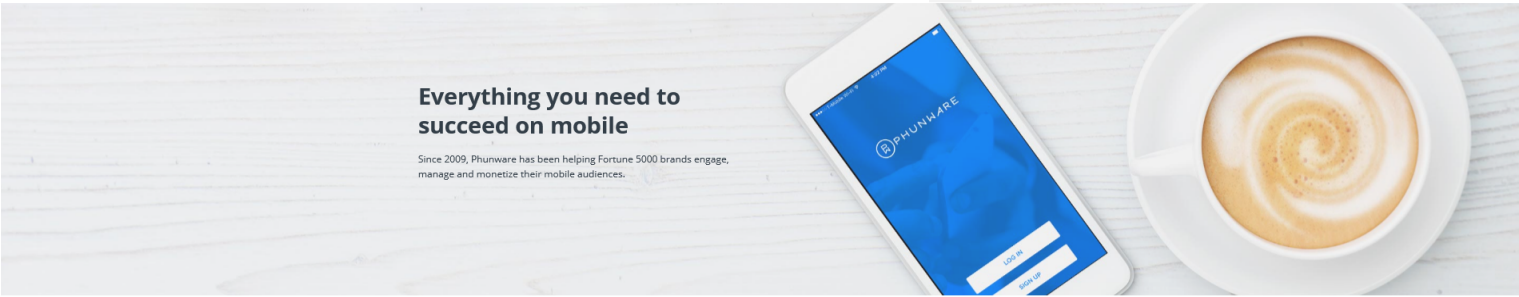
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EXHIBIT D



Everything you need to succeed on mobile

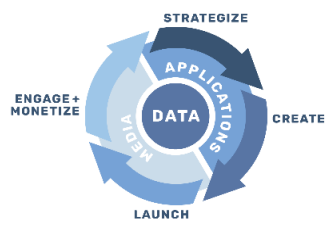
Since 2009, Phunware has been helping Fortune 5000 brands engage, manage and monetize their mobile audiences.

The Mobile Ecosystem in One Partner

Lifecycle Strategize Create Launch Engage

Mobile App Lifecycle

Phunware gives companies the tools they need to engage, manage and monetize their mobile presence with solutions that touch all phases of the mobile application lifecycle.



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The world's leading brands choose Phunware

Phunware provides applications, media and data to help the Fortune 5000 reunify their strategy and make smarter decisions.



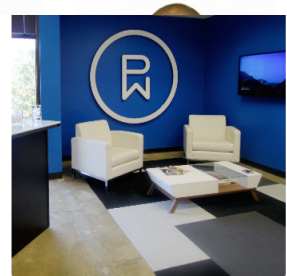
[Corporate overview](#)

Leadership Team

On February 23, Alan Kmitowski, Luan Dang and Alan Kane founded Phunware to focus on one of the largest and most strategic opportunities in information technology: the opportunity to provide enterprises a software platform that could help engage, manage and monetize customer experience journeys over mobile, directly impacting and improving brand interactions, business results and revenue.

The dramatic shift to mobile made Phunware's founders consider: What would happen if we could use our software platform within the application portfolios of the world's largest companies and brands to create a massive database of proprietary Phunware IDs for every device touching networks globally to then reach everyone, everywhere, indoors and outdoors, in real time, on a 1:1 basis?

By relentlessly addressing the needs of Fortune 5000 customers to create and manage category-defining mobile experiences for their application users, we have successfully expanded Phunware offerings to provide everything brands need to create "sticky" experiences throughout the mobile application lifecycle: from application strategy and creation, to application discovery and user acquisition, to data-science-based application user engagement and monetization.



[Download our corporate overview](#)

Brands powered by Phunware

MaaS™

Multiscreen as a Service

Fully integrated services platform that enables brands to engage, manage and monetize users on mobile.

Phusion™

Native Brand Placements

Place your brand directly into premium publishers and games.

GOTV™

Mobile Television and Entertainment

Enable users to watch or interact with their favorite teams, television shows, or live events.

Phlameware™

Mobile Gaming and Engagement

Drive user engagement through interactive mobile experiences.

Phundeals™

Daily Deals and Coupons

Offer users a daily selection of deals and coupons for activities, goods, services and travel based on their city.

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Your source for the latest album reviews, music videos and more from the world of hip-hop, powered by GOTV™.

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Word Mark PV
Goods and Services IC 035. US 100 101 102. G & S: Marketing the goods and services of others by means of push notification technology. FIRST USE: 20111228. FIRST USE IN COMMERCE: 20111228
IC 038. US 100 101 104. G & S: Telecommunications services, namely, services for transmitting electronic messages from one person to another by the means of push notifications technology. FIRST USE: 20111228. FIRST USE IN COMMERCE: 20111228
IC 041. US 100 101 107. G & S: Providing a website featuring blogs and non-downloadable publications in the nature of guides and manuals in the field of push technology. FIRST USE: 20111228. FIRST USE IN COMMERCE: 20111228
IC 042. US 100 101. G & S: Providing temporary use of online non-downloadable software for managing push notifications. FIRST USE: 20111228. FIRST USE IN COMMERCE: 20111228
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.15.17 - Balloons, thought or speech, Clouds, thought or speech, Thought or speech clouds
Serial Number 86305055
Filing Date June 10, 2014
Current Basis 1A
Original Filing Basis 1A
Published for Opposition December 9, 2014
Registration Number 4994412
Registration Date February 24, 2015
Owner (REGISTRANT) Pushwoosh, Inc. CORPORATION DELAWARE Inzhenernaya 4a, office 33, Novosibirsk RUSSIAN FED. 630128
Attorney of Record PAUL A. MCLEAN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of "P" and "W" in square boxes with overlapping corners.
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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PW Pro

Word Mark	PW PRO
Goods and Services	IC 009, US 021 023 026 036 038, G & S: Computer software for Supply Chain Management; FIRST USE: 20120917, FIRST USE IN COMMERCE: 20120917
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85739190
Filing Date	September 26, 2012
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 12, 2013
Registration Number	4342114
Registration Date	May 28, 2013
Owner	(REGISTRANT) M3 Technology Inc DBA M3 Technology Inc CORPORATION TEXAS 10375 Richmond Ave Suite 380 Houston TEXAS 77042
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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PW-HAL

Word Mark PW-HAL
Goods and Services IC 009. US 021 023 026 036 038. G & S: downloadable and recorded computer software applications for payment processing for point of sales devices; recorded computer programs for accelerating the porting process of software for new point of sales devices
IC 038. US 100 101 104. G & S: electronic message sending; computer aided transmission of messages and images
IC 042. US 100 101. G & S: electronic data storage; updating of computer software; Cloud computing featuring software for payment processing for point of sales devices; duplication of computer programs; installation of computer software; software as a service (SAAS) services featuring software for payment processing for point of sales devices; computer software design; providing information on computer technology and programming via a web site

Standard Characters
Claimed (4) STANDARD CHARACTER MARK
Mark Drawing Code 87448164
Serial Number 87448164
Filing Date May 12, 2017
Current Basis 1B
Original Filing Basis 1B
Published for Opposition September 4, 2018
Owner (APPLICANT) Muxi Tecnologia em Pagamentos S.A. CORPORATION BRAZIL Rua do Carmo, 43, 9º andar, Centro Rio de Janeiro - RJ BRAZIL 20011-020
Attorney of Record Timothy J. Maier
Type of Mark TRADEMARK, SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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AutoPW

Word Mark
Goods and Services AUTOPW
IC 009 US 021 023 026 036 038 G & S: Computer software for encryption; Computer software for use in the encryption and decryption of digital files, including audio, video, text, binary, still images, graphics and multimedia files. FIRST USE: 20100315. FIRST USE IN COMMERCE: 20140430

Standard Characters Claimed
Mark Drawing Code 4) STANDARD CHARACTER MARK
Serial Number 86121128
Filing Date November 18, 2013
Current Basis 1A
Original Filing Basis 1B
Published for Opposition April 15, 2014
Registration Number 4689723
Registration Date February 17, 2015
Owner (REGISTRANT) Amsani LLC LIMITED LIABILITY COMPANY TEXAS 17307 Rolling Brook Ct Sugar Land TEXAS 77479
Type of Mark TRADEMARK: SERVICE MARK
Register PRINCIPAL
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Word Mark PW
Goods and Services IC 009 US 021 023 026 036 038 G & S Battery chargers for children's ride-on toy vehicles. FIRST USE: 20181017. FIRST USE IN COMMERCE: 20181017
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.15.02 - Electricity, Lightning, Sparks (jagged lines)
Serial Number 87050752
Filing Date May 28, 2016
Current Basis 1A
Original Filing Basis 1B
Published for Opposition March 7, 2017
Registration Number 5670806
Registration Date February 5, 2019
Owner (REGISTRANT) MATTEL INC. CORPORATION DELAWARE TWR 15-1 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record MATT SCLIMON
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the stylized letters "P" and "W" with a lightning bolt design between them.
Type of Mark TRADEMARK
Register PRINCIPAL
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