

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
EASYJOURNAL		03/04/2005	a Texas limited liability company:
RECEIVING PARTY DATA			
Name:	Pluck Corporation		
Street Address:	720 Brazos, Suite 900		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78701		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2869585	EASYJOURNAL	
CORRESPONDENCE DATA			
Fax Number:	(650)493-6811		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 493-9300		
Email:	trademarks@wsgr.com		
Correspondent Name:	Aaron Hendelman		
Address Line 1:	WILSON SONSINI GOODRICH & ROSATI		
Address Line 2:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
NAME OF SUBMITTER:	Aaron Hendelman		
Signature:	/Aaron Hendelman/		
Date:	04/04/2005		

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Total Attachments: 4
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of March 4, 2005 (the "Effective Date"), by and among Pluck Corporation, a Delaware corporation ("Assignee") and Easyjournal LLC, a Texas limited liability corporation ("Assignee"). Capitalized terms used and not otherwise defined herein shall have the respective meanings set forth in that certain Asset Purchase Agreement by and among Buyer, Seller and Adam Weinroth, dated of even date herewith (the "Agreement").

WHEREAS, the Agreement provides for the purchase by Assignee from Assignor of the Assets (as such term is defined in the Agreement);

WHEREAS, Assignor is the owner of the trademarks and trademark applications listed in Attachment A (the trademarks and trademark applications listed on Attachment A are referred to as the "Trademarks"), and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights and the right to recover for past infringement throughout the world;

WHEREAS, Assignor has acquired goodwill associated with and symbolized by the Trademarks and has not abandoned the same;

WHEREAS, pursuant to the Agreement, Assignee has and is to acquire all right, title and interest in and to the Trademarks throughout the world; and

WHEREAS, Assignor is willing to assign to Assignee all right, title and interest in and to the Trademarks throughout the world.

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each of Assignor makes the following assignment and agrees as follows:

1. ASSIGNMENT.

a. Assignor hereby assigns and sells to Assignee all of Assignor's right, title and interest in and to the Trademarks throughout the world, together with the goodwill symbolized by the Trademarks; said rights, title and interest include, without limitation, any and all causes of action heretofore accrued in Assignor's favor for infringement of the aforesaid rights, to have and to hold the same unto Assignee, its successors and assigns, for and during the existence of the rights and all renewals thereof.

b. At any time, and from time to time hereafter, subject to the terms of the Agreement Assignor shall forthwith, upon Assignee's written request, take any and all steps to execute, acknowledge and deliver to Assignee any and all further instruments and assurances necessary or expedient in order to vest the aforesaid rights in Assignee and to facilitate Assignee's enjoyment and enforcement of said rights and causes of action.

c. Assignor hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of

any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Trademarks that may have accrued in Assignor's favor from the respective date of first use of any of the Trademarks to the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

2. **NO AMENDMENT.** This Trademark Assignment may not be varied, altered, amended or supplemented, nor may any of its provisions be waived, except by a writing duly executed by Assignee and Assignor.

3. **GOVERNING LAW.** This Trademark Assignment is entered into under, and shall be governed for all purposes by, the internal laws of the State of Texas as if made and entered into between two residents of that state. The sole jurisdiction and venue for actions related to the subject matter hereof shall be the state and U.S. federal courts located in the state and county in which the defendant has its principal place of business, or, if an individual, his or her residence. In any action or proceeding to enforce rights under this Trademark Assignment, the prevailing party shall be entitled to recover costs and attorneys' fees.

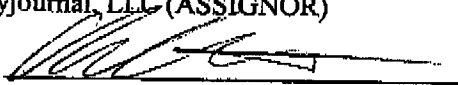
4. **ACKNOWLEDGEMENT.** The parties hereby acknowledge that they have read this Trademark Assignment and knowingly and willingly agree to be bound by its terms and conditions.

5. **EFFECT OF AGREEMENT.** Nothing in this Trademark Assignment will, or will 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. In the event of any conflict between the provisions hereof and the provisions of the Agreement, the provisions of the Agreement will control.

6. **COUNTERPARTS.** This Trademark Assignment may be executed simultaneously in several counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the first date set forth above.

Easyjournal, LLC (ASSIGNOR)

By: 
Signature
Adam Weinroth
Printed Name
President
Title

**Attachment A
Trademarks**

Registration of "Easyjournal" Trademark

Mark (words only):	EASYJOURNAL
Serial Number:	78277487
Registration Number:	2869585
Current Status:	Registered
Filing Date:	2003-07-22
Registration Date:	2004-08-03

Brand Mark for v1.0 / In use as of 2/1/2002:

easyjournal
your free internet journal

Brand Mark for v2.0 In use as of 4/6/2003:

easyjournal[™]
WHAT'S YOUR STORY?

Brand Mark for v3.0 In use as of 3/1/2005:

 **easyjournal**[™]
What's your story?