

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|---------------------------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hewlett-Packard Company | | 05/01/2005 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | Hewlett-Packard Development Company, L.P. | | |
| Composed Of: | COMPOSED OF HPQ Holdings, LLC, a Delaware limited liability company | | |
| Street Address: | 20555 State Highway 249 | | |
| City: | Houston | | |
| State/Country: | TEXAS | | |
| Postal Code: | 77070 | | |
| Entity Type: | LIMITED PARTNERSHIP: TEXAS | | |
| PROPERTY NUMBERS Total: 3 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2643556 | SNAPFISH | |
| Registration Number: | 2714307 | BRINGING PEOPLE AND PICTURES TOGETHER | |
| Registration Number: | 2594038 | | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (650)813-3095 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 650.857.5144 | | |
| Email: | malia.abril@hp.com | | |
| Correspondent Name: | Hewlett-Packard Company | | |
| Address Line 1: | 3000 Hanover Street, ms 1051 | | |
| Address Line 2: | Attention: Malia Abril | | |
| Address Line 4: | Palo Alto, CALIFORNIA 94304 | | |
| NAME OF SUBMITTER: | Malia Abril | | |
| Signature: | /Malia Abril/ | | |

CH \$90.00 2643556

Date:

05/31/2005

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, Hewlett-Packard Company, a Delaware corporation, with its principal place of business at 3000 Hanover Street, Palo Alto, California 94304 ("Assignor"), holds all right, title and interest in and to the trademarks and trademark registrations listed below ("the Marks");

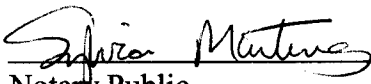
| TRADEMARK | REGISTRATION NO. | DATE OF REGISTRATION |
|---------------------------------------|------------------|----------------------|
| SNAPFISH | 2643556 | October 29, 2002 |
| BRINGING PEOPLE AND PICTURES TOGETHER | 2714307 | May 6, 2003 |
| Fish Design | 2594038 | July 16, 2002 |

WHEREAS, Hewlett-Packard Development Company, L.P., a Texas limited partnership having as its general partner HPQ Holdings, LLC, a Delaware limited liability company, with its principal place of business at 20555 State Highway, Houston, Texas 77070 ("Assignee"), desires to acquire all right, title and interest in and the Marks and the registrations thereof;

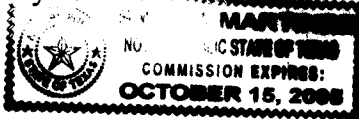
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

This assignment is effective as of May 1, 2005.

Subscribed and sworn to before me this 10 day of May, 2005.


Notary Public

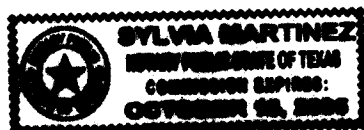
My commission expires:



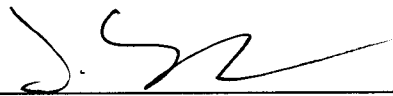
Subscribed and sworn to before me this 12 day of May, 2005.


Notary Public

My commission expires:

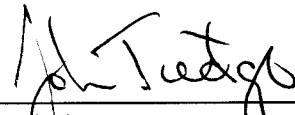


HEWLETT-PACKARD COMPANY

By 

James F. Struthers
Senior Counsel

HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P., by HPQ Holdings, LLC, its General Partner

By 

John Tiedge
Assistant General Counsel