

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
Eileen Gittins		09/20/2007	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Blurb, Inc.		
Street Address:	580 California Street, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78977382	BLURB	
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650 843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Britt Anderson/Cooley Godward Kronish		
Address Line 1:	Five Palo Alto Square, 4th Floor		
Address Line 2:	3000 El Camino Real		
Address Line 4:	Palo Alto, CALIFORNIA 94306-2155		
NAME OF SUBMITTER:	Britt L. Anderson, Esq.		
Signature:	/Britt L. Anderson, Esq./		
Date:	09/24/2007		

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Total Attachments: 3

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Trademark Assignment Agreement

This Trademark Assignment Agreement (the "Agreement") is made effective as of the date last signed below by and between, Eileen Gittins, a resident of California ("Seller"), and Blurb, Inc., a Delaware corporation ("Purchaser").

WHEREAS, Seller is the owner of rights in the trademarks referenced in Exhibit A ("the Marks") and has adopted and is using such Marks;

WHEREAS, Purchaser desires to acquire all of Seller's right, title and interest in and to the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. Seller hereby sells, assigns and transfers to Purchaser, its successors and assigns, all its right, title and interest in and to the Marks, including all common law rights in the United States and all other countries and jurisdictions of the world, together with the goodwill of the business symbolized by the Marks, and that portion of the business of Seller and all intellectual property rights to which the Marks pertain.

2. Seller hereby assigns to Purchaser all causes of action, claims and rights to damages or profits, due or accrued, arising out of past infringement of the Marks, or injury to the goodwill associated with the Marks, as well as the rights to sue for and recover the Marks in Purchaser's own name.

3. Seller represents and warrants that it will cooperate in any actions necessary for Purchaser to prosecute, renew or register its rights, title and interests in and to the Marks and any related trademark applications and registrations, and to cooperate in any actions brought to enforce the rights accompanying this Assignment against third parties.

IN WITNESS WHEREOF, Seller and Purchaser have each caused this Trademark Assignment Agreement to be duly executed and delivered as of the date first written above.

PURCHASER:

BLURB, INC.

By: 

Print Name: Eileen Gittins

Title: CEO

Date: 20 Sept 07

SELLER:

EILEEN GITTINS

By: 

Print Name: Eileen Gittins

Date: 20 SEPT 07

EXHIBIT AUnited States

Mark	Class	Filing Date	App. No.	Reg. Date	Reg. No.
BLURB	9 & 40	02/27/2004	78/977,382	10/03/2006	3,152,300

Australia

Mark	Class	Filing Date	App. No.	Reg. Date	Reg. No.
BLURB	9 & 40	03/23/2006	1105144	10/30/2006	1105144
BLURB BOOKSMART	9	03/17/2006	1104120	07/26/2006	1104120
BOOKIFY	9	07/26/2006	1125757	07/16/2007	1125757

Canada

BLURB	NA	08/27/2004	1228548	NA	NA
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European Community

Mark	Class	Filing Date	App. No.	Reg. Date	Reg. No.
BLURB	9, 40, 42	3/29/2006	4984985	NA	NA
BLURB BOOKSMART	9,40 & 42	03/19/2006	4966768	04/10/2007	4966768
BOOKIFY	9,38, 40	8/1/2006	5234761	NA	NA

New Zealand

Mark	Class	Filing Date	App. No.	Reg. Date	Reg. No.
BLURB	9 & 40	03/23/2006	745039	09/28/2006	745039
BLURB BOOKSMART	9	03/17/2006	744688	02/01/2007	744688
BOOKIFY	9, 38 & 42	07/26/2006	752015	02/10/2007	752015

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