

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
David Berlind		12/28/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mass Events Labs, Inc.		
<b>Street Address:</b>	24 Beacon Avenue		
<b>City:</b>	Newburyport		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01950		
<b>Entity Type:</b>	INC. ASSOCIATION: MASSACHUSETTS		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3219166	MASHUP UNIVERSITY	
Registration Number:	3219126	MASHUP CAMP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(516)467-8532		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	516-562-5705		
<b>Email:</b>	mheddell@ubm-us.com		
<b>Correspondent Name:</b>	Melissa Heddell		
<b>Address Line 1:</b>	600 Community Drive		
<b>Address Line 2:</b>	4th Floor		
<b>Address Line 4:</b>	Manhasset, NEW YORK 11030		
<b>NAME OF SUBMITTER:</b>	Melissa Heddell		
<b>Signature:</b>	/melissaheddell/		
<b>Date:</b>	01/30/2008		

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Total Attachments: 2

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## TRADEMARK ASSIGNMENT IN UNITED STATES

David Berlind, an individual residing in Massachusetts ("Assignor"), has used, is using and is the owner of the marks associated with the Federal Mark Applications and Federal Registration identified below.

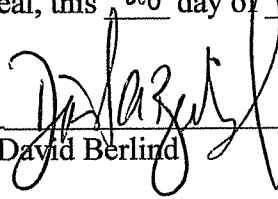
For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Mass Events Labs, Inc., a Massachusetts corporation ("Assignee"), the entire right, title and interest in and to the trademark registrations identified below and the trademarks that are the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks:

Application No.	Reg. No.	Mark	Register	Owner	Reg. Date
78841015	3219166	MASHUP UNIVERSITY	Supplemental	David Berlind*	March 13, 2007
78782816	3219126	MASHUP CAMP	Supplemental	David Berlind*	March 13, 2007

Assignor further agrees, for himself and his successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Assignee, to effectuate this assignment.

*{Signature page follows}*

Witness the execution hereof, under seal, this 28 day of Dec, 2007.

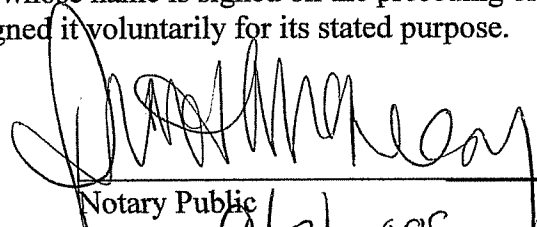
  
\_\_\_\_\_  
David Berlind

ACKNOWLEDGMENT

State of MASS )  
County of OSSE )

On this 28 day of December, 2007, before me, the undersigned notary public, personally appeared David Berlind, proved to me through satisfactory evidence of identification, which was EMC FRANCE, to be the person whose name is signed on the preceding or attached document, and acknowledged to me that he signed it voluntarily for its stated purpose.

[affix seal]

  
\_\_\_\_\_  
Notary Public  
My commission expires: 9/7/2009