

TRADEMARK ASSIGNMENT

Electronic 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
Kay L. Smith		09/18/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Eco-Centric, LLC		
Composed Of:	COMPOSED OF Ranee Spradlin Barbara Finch		
Street Address:	1589 Shotwell Ln		
City:	Round Rock		
State/Country:	TEXAS		
Postal Code:	78664		
Entity Type:	LIMITED LIABILITY COMPANY: TEXAS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77547357	TRULA	
CORRESPONDENCE DATA			
Fax Number:	(512)320-0695		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(512) 320-0601		
Email:	mburr@mosterwynne.com		
Correspondent Name:	Matthew Burr		
Address Line 1:	620 Congress Avenue		
Address Line 2:	Ste 320		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	20161		
NAME OF SUBMITTER:	Matthew Burr		
Signature:	/Matthew Burr/		

OP \$40.00 77547357

Date:

10/09/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Trademark Assignment") is made as of the 18th day of September, 2008, by Kay L. Smith, an individual resident of Texas ("Assignor"), for the benefit of Eco-Centric, LLC, a Texas limited liability company ("Assignee").

WHEREAS, Assignor acknowledges that the trademark "TRULA" was created by Assignee;

WHEREAS Assignor acknowledges that she made the application to federally register the trademark TRULA, Serial No. 77547357 in the United States for the benefit of Assignee and now desires to convey said trademark to Assignee; and

WHEREAS, Assignee desires to obtain and own said trademark and prosecute said trademark application for its own benefit.

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

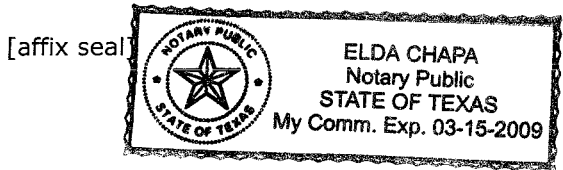
For good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, her entire right, title and interest in and to the trademark TRULA, Application Serial No. 77547357, including the goodwill of the business connected with the use of and symbolized by said mark, together with the right to recover for past infringement of said mark, and the right to seek registration of said mark anywhere in the United States or elsewhere in the world.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be duly executed and delivered as of the date first above written.

ASSIGNOR:
By: Kay L. Smith
Kay L. Smith

STATE OF TEXAS
County of Travis, TX

On this 18 day of September, 2008, before me, the undersigned notary public, personally appeared Kay L. Smith, proved to me through satisfactory evidence of identification, which was TxDL, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.



Elda Chapa
Notary Public

My commission expires: 03-15-2009