

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
Pure Digital Technologies LLC		05/22/2009	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Cisco Systems, Inc.
Street Address:	170 West Tasman Drive
City:	San Jose
State/Country:	CALIFORNIA
Postal Code:	95134
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	77786175	FLIPSHARE
Registration Number:	2796144	PURE DIGITAL
Serial Number:	77585612	FLIPSHARE
Serial Number:	77727589	FLIP VIDEO
Serial Number:	77764453	FLIP CHANNELS
Serial Number:	77758287	FLIP MINO
Serial Number:	77738624	FLIP VIDEO
Registration Number:	3427702	SHOOT ANYTHING SHARE EVERYTHING
Serial Number:	77786222	FLIP VIDEO

CORRESPONDENCE DATA

Fax Number: (415)442-1001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 415-442-1000

CH \$240.00 77786175

Email: jennifer.evans@morganlewis.com
Correspondent Name: Morgan, Lewis & Bockius LLP
Address Line 1: One Market, Spear Street Tower
Address Line 4: San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER:	058110-06-2009
NAME OF SUBMITTER:	Jennifer C. Evans
Signature:	/Jennifer C. Evans/
Date:	08/03/2009

Total Attachments: 2
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TRADEMARKS ASSIGNMENT

This Trademarks Assignment ("**Assignment**") is entered into by and between Pure Digital Technologies LLC, a Delaware limited liability company ("**Pure Digital**") and Cisco Systems, Inc., a California corporation ("**Cisco**").

WHEREAS, pursuant to that certain Asset Transfer Agreement effective as of May 22, 2009 ("**Effective Date**"), between Pure Digital and Cisco, certain intellectual property rights, including without limitation all rights, title and interest in and to the Marks (as defined below), were assigned to Cisco.

NOW, THEREFORE, Pure Digital and Cisco hereby agree as follows and confirm that:

"Marks" means all of Pure Digital's trademarks, service marks, trade names, trade dress, logos, designs and slogans, in word mark, stylized and/or design formats, including without limitation Cisco's trademark registrations and applications (except for Pure Digital's Intent-to-Use U.S. applications for which Amendments to Allege Use or Statements of Use have not yet been filed with the U.S. Patent and Trademark Office) and any and all of Pure Digital's common law rights in the aforementioned items, together with all goodwill associated with and symbolized by the aforementioned items, including without limitation the marks identified in Schedule 1 attached hereto and all of the goodwill associated with and symbolized by such marks;

Pure Digital has assigned and transferred, and Cisco has received and accepted all of Pure Digital's rights, title and interest throughout the world in and to the Marks and all the rights, claims and privileges pertaining to the Marks, including without limitation: the registrations and applications pertaining thereto (except for Intent-to-Use U.S. applications for which Amendments to Allege Use or Statements of Use have not yet been filed with the U.S. Patent and Trademark Office), together with all of the goodwill of the business associated with and symbolized by the Marks; and the right to sue and recover damages for past, present and future infringements thereof and to stand in the place of Pure Digital in all matters related thereto.

Pure Digital hereby authorizes and requests the United States Commissioner of Patents and Trademarks and the relevant officials of foreign jurisdictions to implement this Assignment.

IN WITNESS WHEREOF, Pure Digital and Cisco have caused this Assignment to be made as of the Effective Date.

PURE DIGITAL TECHNOLOGIES LLC

By: [Signature]

Name: Aaron Newman-Lorek

Title: V.P.

Date: 7/30/09

Address: 170 West Tasman Drive
San Jose, CA 95134

CISCO SYSTEMS, INC.

By: [Signature]

Name: Mark T. Garcia

Title: Asst Secretary

Date: 29 July 2009

Address: 170 West Tasman Drive
San Jose, CA 95134

SCHEDULE 1
TO TRADEMARKS ASSIGNMENT

United States

FLIPSHARE, Serial No. 77786175

PURE DIGITAL, Reg. No. 2796144

FLIPSHARE and Design, Serial. No. 77585612

FLIP VIDEO, Serial. No. 77727589

FLIP CHANNELS, Serial. No. 77764453

FLIP MINO, Serial. No. 77758287

FLIP VIDEO, and Design, Serial. No. 77738624

SHOOT ANYTHING, SHARE EVERYTHING, Reg. No. 3427702

FLIP VIDEO, Serial. No. 77786222