

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																												
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PROPERTY NUMBERS Total: 8																												
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CORRESPONDENCE DATA																												
Fax Number:	(415)442-1001																											
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																												
Phone:	415-442-1000																											
Email:	jennifer.evans@morganlewis.com																											
Correspondent Name:	Morgan, Lewis & Bockius LLP																											
Address Line 1:	One Market, Spear Street Tower																											

CH \$215.00 77786175

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TRADEMARK
REEL: 004036 FRAME: 0744

Address Line 4: San Francisco, CALIFORNIA 94105

ATTORNEY DOCKET NUMBER:	058110-06-2009
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NAME OF SUBMITTER:	Jennifer C. Evans
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Signature:	/Jennifer C. Evans/
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Date:	08/03/2009
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Total Attachments: 3

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TRADEMARKS ASSIGNMENT

This Trademarks Assignment ("**Assignment**") is entered into by and between Cisco Systems, Inc., a California corporation ("**Cisco**") and Cisco Technology, Inc., a California corporation ("**CTI**")

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

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

"**Marks**" means all of the Pure Digital trademarks, service marks, trade names, trade dress, logos, designs and slogans, in word mark, stylized and/or design formats, including without limitation the trademark registrations and applications and any and all of Cisco's common law rights in the aforementioned items, together with all goodwill associated with and symbolized by the aforementioned items (except any 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), including the marks identified in Schedule 1 attached hereto and all of the goodwill associated with and symbolized by such marks;

Cisco has assigned and transferred, and CTI has received and accepted all of Cisco'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 Cisco in all matters related thereto.

Cisco 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, Cisco and CTI have caused this Assignment to be made as of the Effective Date.

CISCO SYSTEMS, INC.

By: Marc T. Gorman

Name: Marc T. Gorman

Title: Asst. Secretary

Date: 24 July 2009

Address: 170 West Tasman Drive
San Jose, CA 95134

CISCO TECHNOLOGY, INC.

By: _____

Name: _____

Title: _____

Date: _____

Address: 170 West Tasman Drive
San Jose, CA 95134

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CISCO SYSTEMS, INC.

By: _____

Name: _____

Title: _____

Date: _____

Address: 170 West Tasman Drive
San Jose, CA 95134

CISCO TECHNOLOGY, INC.

By: Angela Woo

Name: Angela Woo

Title: Assistant Secretary

Date: 07/28/09

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