

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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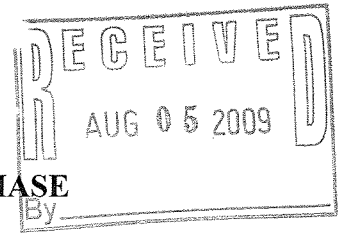
SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Creative Restaurant Group, LLC		08/05/2009	LIMITED LIABILITY COMPANY: NEVADA
<b>RECEIVING PARTY DATA</b>			
Name:	Yelp About It Management, LLC		
Street Address:	241 W. Charleston Boulevard, Suite 135		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89102		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Serial Number:	77405029	MUNCH	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(503)778-5499		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	503-778-5320		
Email:	almurray@dwt.com		
Correspondent Name:	J. Alfred Murray, Davis Wright Tremaine		
Address Line 1:	1300 SW Fifth Avenue, Suite 2300		
Address Line 4:	Portland, OREGON 97201-5630		
ATTORNEY DOCKET NUMBER:	86746-1 SN 77/405029		
NAME OF SUBMITTER:	J. Alfred Murray, Davis Wright Tremaine		
Signature:	/J. Alfred Murray/		
Date:	08/13/2009		

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Total Attachments: 2

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## TRADEMARK ASSIGNMENT AND RIGHTS PURCHASE

WHEREAS, Creative Restaurant Group, LLC, a limited liability company organized under the laws of Nevada (“Assignor”), owns U.S. Trademark Application No. 77/405029, filed February 25, 2008, for the service mark MUNCH (the “Mark”) for use with restaurant services and has intended to use the mark in association with such services; and

WHEREAS, Yelp About It Management, LLC, a limited liability company organized under the laws of Nevada, having a business address of 241 W. Charleston Boulevard, Suite 135, Las Vegas, Nevada 89102 (“Assignee”), wishes to acquire the Mark, the application and all rights associated therewith, including, without limitation, all rights that Assignor has to develop, own, operate, or license any restaurant concept using the Mark; and

WHEREAS, in the application Assignor has applied to register the Mark on the Principal Register in the United States Patent and Trademark Office based on Assignor’s *bona fide* intent to use the Mark in commerce in connection with such services, but has not yet filed an allegation of use under 15 U.S.C. §§ 1051(c) or 1051(d); and

WHEREAS, Assignor is willing to assign the Mark, the application, and all rights associated therewith, as part of the entire business or portion thereof to which the Mark pertains as required by 15 U.S.C. § 1060; and

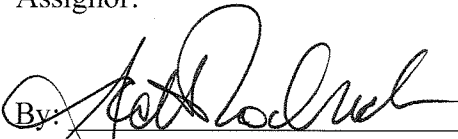
WHEREAS, Assignee, as the successor of the ongoing and existing business of ASSIGNOR to which the Mark pertains is interested in acquiring the Mark, the application, and all rights associated therewith.

NOW, THEREFORE, in consideration of the sum of Twenty Thousand Dollars (\$20,000.00), and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all right, title and interest in and to the Mark in the United States, its territories and possessions, the application, all rights associated therewith, together with the goodwill of the business symbolized thereby. Assignor makes no representations or warranties with respect to the Mark except as provided in the recitals above. Assignee acknowledges that Assignor cannot guarantee that the Mark will register with the United States Patent and Trademark Office and Assignee expressly assumes all obligations and responsibilities thereto. Assignor shall not be liable to Assignee for any damages, demands, claims, causes of action, lawsuits or any other form of liability in connection with any disagreement or dispute pertaining to the Mark with the United States Patent and Trademark Office or any third party, and Assignee releases Assignor from all such liability. This Agreement constitutes the complete and entire Agreement between the parties with respect to the Mark and supersedes all other communications, correspondence or understandings between the parties, whether written or oral.

(Signatures appear on following page)

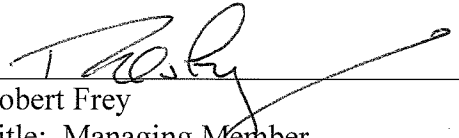
July ~~July~~ Aug 5<sup>th</sup>, 2009  
SK

Assignor:

By:   
Scott Rodrick  
Title: Managing Member  
Creative Restaurant Group, LLC

July 29<sup>th</sup>, 2009

Assignee:

By:   
Robert Frey  
Title: Managing Member  
Yelp About It Management, LLC