

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Change of Address	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Playdom, Inc.		08/05/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Playdom, Inc.		
<b>Street Address:</b>	100 West Evelyn Avenue		
<b>Internal Address:</b>	Suite 110		
<b>City:</b>	Mountain View		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94041		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77666627	PLAYDOM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(323)465-1763		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	323-465-1735		
<b>Email:</b>	mail@deanserwin.com		
<b>Correspondent Name:</b>	Dean Sheldon Serwin		
<b>Address Line 1:</b>	1680 N. Vine Street		
<b>Address Line 2:</b>	Suite 1115		
<b>Address Line 4:</b>	Hollywood, CALIFORNIA 90028		
<b>ATTORNEY DOCKET NUMBER:</b>	PLAY - TM- WORD-ADDCH		
<b>NAME OF SUBMITTER:</b>	Dean Serwin		
<b>Signature:</b>	/deanserwin/		

OP \$40.00 77666627

**900145385**

**TRADEMARK  
 REEL: 004078 FRAME: 0839**

Date:

10/15/2009

Total Attachments: 3

source=change of address#page1.tif

source=change of address#page2.tif

source=change of address#page3.tif

**From:** [TEAS@uspto.gov](mailto:TEAS@uspto.gov)  
**To:** [Linda Goldman; Kristin Faico;](#)  
**Subject:** Received Your Change of Owner's Address for serial number 77666627  
**Date:** Wednesday, August 05, 2009 12:17:00 PM

We have received your Change Of Owner's Address form below.  
 Application serial number(s) 77666627 has/have been amended as follows:

FTD Form 0197 (Rev 08/2005)  
 OMB No. 0361-0066 (Exp 08/30/2011)

## Change Of Owner's Address

**The table below presents the data as entered.**

Input Field	Entered
<b>SERIAL NUMBER</b>	77666627
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 114
<b>MARK SECTION</b>	
<b>MARK</b>	PLAYDOM
<b>OWNER SECTION (current)</b>	
<b>NAME</b>	PLAYDOM, INC.
<b>STREET</b>	100 VIEW STREET, SUITE 200
<b>CITY</b>	MOUNTAIN VIEW
<b>STATE</b>	California
<b>ZIP/POSTAL CODE</b>	94041
<b>COUNTRY</b>	United States
<b>TRADEMARK</b>	
<b>REEL: 004078 FRAME: 0841</b>	

**CORRESPONDENCE SECTION (current)****ORIGINAL ADDRESS**

CONNIE L. ELLERBACH, ESQ.  
FENWICK & WEST LLP  
801 CALIFORNIA ST  
MOUNTAIN VIEW California 94041-  
1990  
United States  
650-988-8500  
650-938-5200  
trademarks@fenwick.com

**NEW OWNER ADDRESS****INTERNAL ADDRESS**

Suite 110

**STREET**

100 West Evelyn Avenue

**CITY**

Mountain View

**STATE**

California

**ZIP/POSTAL CODE**

94041

**COUNTRY**

United States

**CURRENT CORRESPONDENCE ADDRESS****NAME**

CONNIE L. ELLERBACH, ESQ.

**FIRM NAME**

FENWICK & WEST LLP

**STREET**

801 CALIFORNIA ST

**CITY**

MOUNTAIN VIEW

**STATE**

California

**COUNTRY**

United States

**POSTAL/ZIP CODE**

94041-1990

**PHONE**

650-988-8500

**FAX**

650-938-5200

TRADEMARK

REEL: 004078 FRAME: 0842

**SIGNATURE SECTION****SIGNATURE**

/img/

**SIGNATORY NAME**

Linda M. Goldman

**SIGNATORY DATE**

08/05/2009

**SIGNATORY POSITION**

Attorney of record, CA bar member

**FILING INFORMATION SECTION****SUBMIT DATE**

Wed Aug 05 15:16:55 EDT 2009

**TEAS STAMP**USPTO/COA-63.197.243.249-  
20090805151655877085-7766  
6627-400ad8cb1be4bd9091cc  
7614289f90f496-N/A-N/A-20  
090805151334044534

Thank you,

The TEAS support team

Wed Aug 05 15:16:55 EDT 2009

STAMP: USPTO/COA-63.197.243.249-20090805151655877085-

77666627-400ad8cb1be4bd9091cc7614289f90f496-N/A-N/A-

20090805151334044534

TRADEMARK

REEL: 004078 FRAME: 0843