

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cross-Platform Corporation		12/18/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	shopkick, Inc.		
Street Address:	c/o 2750 Sand Hill Road		
City:	Menlo Park		
State/Country:	CALIFORNIA		
Postal Code:	94025		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77875960	CAUSEWORLD	
Serial Number:	77759222	COST-PER-VISIT (CPV)	
Serial Number:	77675606	MOBSHOP	
Serial Number:	77864716	SHOPKICK	
CORRESPONDENCE DATA			
Fax Number:	(650)985-5200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Hoang-chi Truong		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	27385-00070-1991		
NAME OF SUBMITTER:	Hoang-chi Truong		

CH \$115.00 77875960

900159356

TRADEMARK
REEL: 004183 FRAME: 0782

Signature:	/hoangchitruong/
Date:	04/10/2010
Total Attachments: 0	

**THIS
PAGE
INTENTIONALLY
LEFT
BLANK**