

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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
360i LLC		05/04/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	American Express Marketing & Development Corp.		
Street Address:	200 Vesey Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10285		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	3157855	SEARCH SIMPLIFIED	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(212)640-0361		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademarks@aexp.com		
Correspondent Name:	Kerry Farrell		
Address Line 1:	200 Vesey Street		
Address Line 4:	New York, NEW YORK 10285-0002		
ATTORNEY DOCKET NUMBER:	309143		
NAME OF SUBMITTER:	Anne E. Naffziger		
Signature:	/Anne E. Naffziger/		
Date:	05/14/2010		

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Total Attachments: 1  
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ASSIGNMENT OF TRADEMARK

WHEREAS, 360i LLC (Assignor), a Delaware limited liability company, having its principal offices at 28 West 23<sup>rd</sup> Street, 6<sup>th</sup> floor, New York, N.Y. 10010, formerly at 18 West 18<sup>th</sup> Street, 11<sup>th</sup> Floor, New York, NY 10011, is the owner of the following mark now registered in the United States Patent and Trademark Office and all common law rights therein:

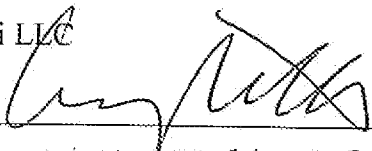
<u>Mark</u>	<u>Reg. No.</u>	<u>Date of Registration</u>
SEARCH SIMPLIFIED	3157855	October 17, 2006

WHEREAS, American Express Marketing & Development Corp. (Assignee), a Delaware corporation, having its principal place of business at 200 Vesey Street, New York, NY 10285 is desirous of acquiring Assignor's registration and common law rights.

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said mark, together with the goodwill symbolized by said mark and registration thereof, and including all common-law and other rights in said mark, and including the right to sue and recover for any past infringement.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on the 4<sup>th</sup> day of May, 2010.

360i LLC

  
\_\_\_\_\_  
By: WILL MARGULOFF  
Title: \_\_\_\_\_