

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

Name	Formerly	Execution Date	Entity Type
Jellycloud (Assignment for the Benefit of Creditors), LLC		04/21/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
JellyCloud, Inc.		04/21/2010	CORPORATION: DELAWARE
Claria Corporation	FORMERLY Gator Corporation	04/21/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Claria Innovations, LLC
Street Address:	15260 Ventura Blvd., 20th Floor
City:	Sherman Oaks
State/Country:	CALIFORNIA
Postal Code:	91403
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	78904089	PERSONALWEB
Serial Number:	78299933	CLARIA
Serial Number:	77078419	AXON
Serial Number:	77297113	JELLYCLOUD
Serial Number:	78568135	GOTSMILEY
Serial Number:	78517695	RELEVANCYRANK
Serial Number:	78517691	RELEVANCYRANK INDEX
Serial Number:	78496160	SCREENSCENES .COM
Serial Number:	78478202	SMARTBAR
Serial Number:	78385918	WEBSECUREALERT
Serial Number:	78352387	DASHBAR
Serial Number:	78335665	DASHBAR

OP \$440.00 78904089

900162637

**TRADEMARK
 REEL: 004209 FRAME: 0450**

Serial Number:	78313538	ENTRYPASS
Serial Number:	76503828	SEARCHSCOUT
Serial Number:	76457157	WEATHERSCOPE
Serial Number:	76251018	PRECISION TIME
Serial Number:	75848764	GATOR.COM

CORRESPONDENCE DATA

Fax Number: (818)444-6327
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 818-444-4527
Email: kchoi@biztechlaw.com
Correspondent Name: Stubbs Alderton & Markiles Attn: K Choi
Address Line 1: 15260 Ventura Blvd., 20th Floor
Address Line 4: Sherman Oaks, CALIFORNIA 91403

ATTORNEY DOCKET NUMBER:	SHARMAN.01
NAME OF SUBMITTER:	Kirstin Choi
Signature:	/s/ Kirstin Choi
Date:	05/19/2010

Total Attachments: 5
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ASSIGNMENT OF U.S. TRADEMARKS AND TRADEMARK APPLICATIONS

THIS ASSIGNMENT OF U.S. TRADEMARKS AND TRADEMARK APPLICATIONS (“**Assignment Agreement**”) is made and entered into as of April 21, 2010 (the “**Effective Date**”) by and between Jellycloud (Assignment for the Benefit of Creditors), LLC, a California limited liability company, in its sole and limited capacity as Assignee for the Benefit of Creditors of JellyCloud, Inc. (“**Jellycloud ABC**”), JellyCloud, Inc., a Delaware corporation formerly known as Claria Corporation and the Gator Corporation (“**Jellycloud**” and, together with Jellycloud ABC, “**Assignor**”), and Claria Innovations, LLC, a Delaware limited liability company (“**Assignee**”).

WHEREAS, Assignor and Assignee are parties to that certain Intellectual Property Purchase Agreement dated as of the Effective Date (the “**Agreement**”).

WHEREAS, Assignor is the owner of each of the United States Trademarks and Trademark Application Numbers identified and set forth on Exhibit A attached hereto and made a part hereof (the “**Trademarks**”);

WHEREAS, pursuant to the Agreement, and subject to the terms and conditions thereof, Assignor desires to contribute, transfer, and assign to Assignee its entire right, title, and interest in and to the Trademarks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby contribute, assign, and transfer unto Assignee, its successors and assigns, Assignor’s entire right, title, and interest in and to the Trademarks, including all goodwill associated with such Trademarks, for Assignee’S own use and benefit and that of its successors, assigns and other legal representatives.

Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as the assignee and owner of the Trademarks described on Exhibit A, as assignee of the entire right, title, and interest in, to and under the same, for the sole use and benefit of Assignee, its successors, assigns, or other legal representatives. Assignor undertakes to execute any other documents reasonably necessary to effect and record this Assignment.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment Agreement as of the Effective Date by their duly authorized representatives as set forth below.

ASSIGNOR
JELLYCLOUD (ASSIGNMENT FOR THE
BENEFIT OF CREDITORS), LLC

By: [Signature]
Name: Martin Pickinson
Title: Manager
Date: 5/10/10

ASSIGNOR
JELLYCLOUD, INC. (F/K/A CLARIA
CORPORATION AND THE GATOR
CORPORATION)

By: [Signature]
Name: Martin Pickinson
Title: Manager
Date: 5/10/10

ASSIGNEE
CLARIA INNOVATIONS, LLC

By: Europlay Business Development, LLC
Its: Manager

By: Europlay Capital Advisors, LLC
Its: Manager

By: _____
Murray Markiles, Managing Director

NOTICE TO ASSIGNOR: Please arrange for your execution of this Assignment Agreement to be acknowledged by a notary public.

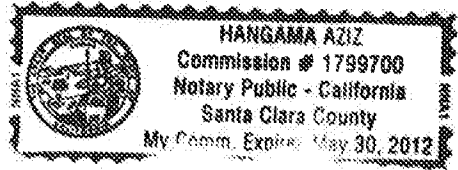
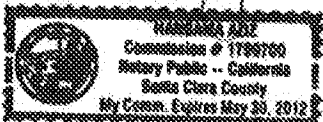
STATE OF California)
COUNTY OF Santa Clara)

On May 10, 2010, before me, Hangama Aziz, a Notary Public, personally appeared Martin Pickinson, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature [Signature]



IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment Agreement as of the Effective Date by their duly authorized representatives as set forth below.

ASSIGNOR
JELLYCLOUD (ASSIGNMENT FOR THE
BENEFIT OF CREDITORS), LLC

ASSIGNOR
JELLYCLOUD, INC. (F/K/A CLARIA
CORPORATION AND THE GATOR
CORPORATION)


By: _____
Name: _____
Title: Manager
Date: _____

By: _____
Name: _____
Title: Manager
Date: _____

ASSIGNEE
CLARIA INNOVATIONS, LLC

By: Europlay Business Development, LLC
Its: Manager

By: Europlay Capital Advisors, LLC
Its: Manager

By: 
Murray Markiles, Managing Director

NOTICE TO ASSIGNOR: Please arrange for your execution of this Assignment Agreement to be acknowledged by a notary public.

STATE OF _____)
COUNTY OF _____)

On _____, 20____, before me, _____, a Notary Public, personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of _____ that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature _____

EXHIBIT A

U.S. TRADEMARKS AND TRADEMARK APPLICATIONS

Mark	Owner	Serial No.	Registration No.	Registration Date
	Jellycloud (Assignment for the Benefit of Creditors), LLC	78904089	3424956	May 6, 2008
CLARIA	Jellycloud (Assignment for the Benefit of Creditors), LLC	78299933	2958443	May 31, 2005
AXON	Jellycloud (Assignment for the Benefit of Creditors), LLC	77078419	n/a	Filing Date: January 8, 2007
JellyCloud	Jellycloud (Assignment for the Benefit of Creditors), LLC	77297113	n/a	Filing Date: October 5, 2007
GOTSMILEY	JellyCloud, Inc. f/k/a Claria Corporation	78568135	3176125	November 28, 2006
RELEVANCYRANK	JellyCloud, Inc. f/k/a Claria Corporation	78517695	3166884	October 31, 2006
RELEVANCYRANK INDEX	JellyCloud, Inc. f/k/a Claria Corporation	78517691	3166883	October 31, 2006
	JellyCloud, Inc. f/k/a Claria Corporation	78496160	3020713	November 29, 2005

	JellyCloud, Inc. f/k/a Claria Corporation	78478202	3144255	September 19, 2006
WEBSECUREALERT	JellyCloud, Inc. f/k/a Claria Corporation	78385918	3056415	January 31, 2006
	JellyCloud, Inc. f/k/a Claria Corporation	78352387	3349291	December 4, 2007
DASHBAR	JellyCloud, Inc. f/k/a Claria Corporation	78335665	3349281	December 4, 2007
ENTRYPASS	JellyCloud, Inc. f/k/a Claria Corporation	78313538	3036576	December 27, 2005
SEARCHSCOUT	JellyCloud, Inc. f/k/a Claria Corporation	76503828	2939130	April 12, 2005
WEATHERSCOPE	JellyCloud, Inc. f/k/a Claria Corporation	76457157	2811551	February 3, 2004
PRECISION TIME	JellyCloud, Inc. f/k/a Claria Corporation	76251018	2820203	March 2, 2004
	JellyCloud, Inc. f/k/a Claria Corporation	75848764	2791687	December 9, 2003