

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
Kerrico Names, Inc.		07/02/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	YAHOO! INC.		
Street Address:	701 First Ave.		
City:	Sunnyvale		
State/Country:	CALIFORNIA		
Postal Code:	94089		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3725290	ITS MY EVERYTHING	
CORRESPONDENCE DATA			
Fax Number:	(408)349-3400		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	408.349.1385		
Email:	TMBOX@yahoo-inc.com		
Correspondent Name:	YAHOO! INC.		
Address Line 1:	701 First Ave.		
Address Line 4:	Sunnyvale, CALIFORNIA 94089		
ATTORNEY DOCKET NUMBER:	ITS MY EVERY..TO YAHOO!		
NAME OF SUBMITTER:	J. Scott Evans, Esq.		
Signature:	/JScottEvans/		
Date:	07/07/2010		

900166376

TRADEMARK
REEL: 004237 FRAME: 0828

OP \$40.00 3725290

Total Attachments: 2

source=IME-assignment-notary#page1.tif

source=IME-assignment-notary#page2.tif

TRADEMARK

REEL: 004237 FRAME: 0829

TRADEMARK ASSIGNMENT

Whereas, Kerrico Names, Inc., a Delaware corporation, having an address at 556 S. Fair Oaks Avenue, Suites 101-116, Pasadena, CA 91105 (hereinafter, "Assignor") is the owner of the following trademark registered in the United States Patent and Trademark Office; and:

Trademark	Registration No.
ITS MY EVERYTHING	3725290

(hereinafter referred to as the "Trademark").

Whereas, Yahoo! Inc., a Delaware corporation, having an address at 701 First Avenue, Sunnyvale, CA 94089 (hereinafter, "Assignee"), is desirous of acquiring the Trademark.

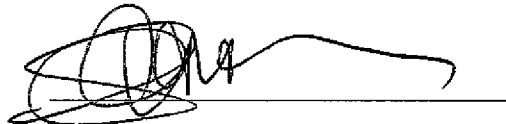
Now, Therefore, in consideration of good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and grants to Assignee the entire right, title and interest in and to the Trademark together with the goodwill of the business represented by the Trademark and any registrations or trademark applications therefor and any renewals and extensions thereof, any and all income, damages, claims and payments now or hereafter due or payable with respect thereto, in and to all causes of action, either in law or in equity for past, present, or future infringement based on the Trademark, and in and to all rights corresponding to the foregoing throughout the world.

Assignor further agrees to execute all papers and to perform such other proper acts as necessary to secure to Assignee the rights herein assigned.

This Agreement is to be interpreted under the laws of the State of California without regard to any choice of laws provision which would require construction under the laws of any other jurisdiction.

Dated this the 02 day of July 20 10

KERRICO NAMES, INC.



Print Name: Alex Chasin

Title: President

[NOTARY ACKNOWLEDGEMENT FOLLOWS]

ACKNOWLEDGMENT

State of California
County of Los Angeles)

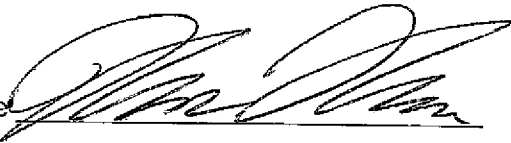
On July 2nd 2010 before me, Marissa Pavone, Notary Public
(insert name and title of the officer)

personally appeared Alexandra-Marie (Alex) Chasin
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



(Seal)

