

**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
Punchbowl Software, Inc.		07/20/2010	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Online Holdings, LLC
Street Address:	1517 Fox Chase Blvd.
City:	St. Charles
State/Country:	ILLINOIS
Postal Code:	60174
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS

**PROPERTY NUMBERS Total: 10**

Property Type	Number	Word Mark
Registration Number:	3354070	FRIENDS ARE A TRIP
Registration Number:	3353769	I'M IN
Registration Number:	3336957	I'M IN
Registration Number:	3336956	I'M IN
Registration Number:	3337052	FRIENDS ARE A TRIP
Registration Number:	3337051	FRIENDS ARE A TRIP
Registration Number:	3332421	FRIENDS ARE A TRIP
Registration Number:	3350029	I'M IN
Registration Number:	3464286	FRIENDS ARE A TRIP
Registration Number:	3464257	I'M IN

**CORRESPONDENCE DATA**

Fax Number: (312)750-6493  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 312-269-8000

CH \$265.00 3354070

Email: ekostiuk@ngelaw.com  
Correspondent Name: Neal Gerber & Eisenberg LLP  
Address Line 1: Two North LaSalle Street, Suite 1700  
Address Line 4: Chicago, ILLINOIS 60602

ATTORNEY DOCKET NUMBER:	023326.00001
NAME OF SUBMITTER:	Elizabeth A. Kostiuk
Signature:	/Elizabeth A. Kostiuk/
Date:	07/22/2010

Total Attachments: 3  
source=Assignment#page1.tif  
source=Assignment#page2.tif  
source=Assignment#page3.tif

**EXHIBIT B**

**GENERAL ASSIGNMENT OF TRADEMARKS, DOMAIN NAME,  
AND RELATED RIGHTS**

THIS AGREEMENT is made the 20 day of July, 2010 between

Punchbowl Software, Inc., a Delaware corporation with its principal offices at 873 Concord Street, Framingham, MA 01701 ("Assignor")

and

Online Holdings, LLC, an Illinois limited liability company with its principal offices at 1517 Fox Chase Blvd., St. Charles, IL 60174 ("Assignee").

WHEREAS, Assignor owns and has agreed to transfer to the Assignee the trademarks and domain name shown on the Schedule A attached hereto (hereinafter "the Trademarks and Domain Name"); and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, conveys and transfers to the Assignee all of its right, title and interest worldwide to the Trademarks and the good will of that part of its business symbolized by and associated thereto and Domain Name, listed on Schedule A attached hereto, and in connection with foregoing, the Assignor assigns, conveys and transfers to the Assignee all income, royalties, damages, and payments now or hereafter due or payable in respect to the Trademarks and Domain Name and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to the Assignee hereunder, and all other rights corresponding thereto throughout the world.

For a period of sixty (60) days following the delivery of this instrument, the Assignor shall undertake, at the request of the Assignee, to sign all documentation, including confirmatory trademark and domain name assignments, and take such other actions as Assignee may reasonably request to aid the Assignee, its successors, assigns and nominees, to obtain from the Assignor and record title to the Trademarks and Domain Name transferred herein in each jurisdiction where Trademarks and Domain Name are registered.

Error: Unknown document property name.

MJD

IN WITNESS WHEREOF, the parties hereto have caused this General Assignment of Trademarks, Domain Name, and Related Rights to be executed by their duly authorized officers as of the date first above written.

For and on Behalf of

PUNCHBOWL SOFTWARE, INC.

By: [Signature]  
Name: Matthew Douglas  
Title: CEO

ONLINE HOLDINGS, LLC

By: [Signature]  
Name: Michael Vincent  
Title: CEO

SCHEDULE A

TRADEMARK REGISTRATIONS:

Number 3,354,070 Friends are a trip  
Number 3,353,769 I'm in  
Number 3,336,957 I'm in logo  
Number 3,336,956 I'm in logo  
Number 3,337,052 Friends are a trip  
Number 3,337,051 Friends are a trip  
Number 3,332,421 Friends are a trip  
Number 3,350,029 I'm in logo  
Number 3,464,286 Friends are a trip  
Number 3,464,257 I'm in logo

DOMAIN NAME:

imin.com

NGEISOCs: 1728216.2



Error! Unknown document property name.