

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
HillClimb Media, Inc.		12/09/2009	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	Grab, LLC		
Street Address:	10900 Wilshire Blvd.		
Internal Address:	Suite 400		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90024		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3298838	GRAB	
Registration Number:	2895977	GRAB	
CORRESPONDENCE DATA			
Fax Number:	(310)208-1154		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3102081182		
Email:	aadams@richardsonpatel.com		
Correspondent Name:	Addison K. Adams		
Address Line 1:	10900 Wilshire Blvd.		
Address Line 2:	Suite 500		
Address Line 4:	Los Angeles, CALIFORNIA 90024		
ATTORNEY DOCKET NUMBER:	GRAB LLC - ASSIGNMENT		
NAME OF SUBMITTER:	Addison K. Adams		

OP \$65.00 3298838

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**TRADEMARK
 REEL: 004248 FRAME: 0222**

Signature:	/Addison K. Adams/
Date:	07/26/2010
Total Attachments: 1 source=Assignment of Trademark Rights (Grab) - EXECUTED#page1.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS (this "Assignment") is made and entered into as of December 4, 2009, by and among HillClimb Media, Inc., a Washington corporation ("Assignor"), as assignor, in favor of Grab LLC, a California limited liability company ("Assignee"), as assignee, with reference to the following facts and circumstances:

WHEREAS, on December 4, 2009, Assignor and Assignee entered into a Purchase Agreement (the "Purchase Agreement") pursuant to which Assignor has agreed to sell certain assets identified therein to Assignee.

WHEREAS, Assignor has registered with the United States Patent and Trademark Office the following trademarks (the "Trademarks"):

<u>Mark</u>	<u>Application Date</u>	<u>Application Serial No.</u>	<u>Registration Date</u>	<u>Registration No.</u>
GRAB	2004/09/13	78/482,816	2007/09/25	3,298,838
GRAB	1999/06/15	75/728,583	2004/10/19	2,895,977

WHEREAS, pursuant to the Purchase Agreement, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks and the goodwill symbolized by and associated with same.

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right title and interest to the Trademarks, including common law rights, throughout the world, together with all of the goodwill symbolized by and associated with the Trademarks, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, and all claims for damages and other remedies for past infringements of the Trademarks, along with the right to sue for and collect such damages and other remedies for the use and benefit of Assignee and its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, Assignor and Assignee have executed and entered into this Assignment as of the date first written above.

HILLCLIMB MEDIA, INC., as Assignor

GRAB LLC, as Assignee

By: 

Name: Shawn Colo

Title: Authorized Signatory

By: 

Name: Anthony D. Borquez

Title: President

Approved By:


MPP