

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of the receiving party from True Universal Standards Everywhere, Inc. to True Ultimate Standards Everywhere, Inc. previously recorded on Reel 003911 Frame 0991. Assignor(s) hereby confirms the correct name of Assignee is True Ultimate Standards Everywhere, Inc..

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Trusted Universal Standards in Electronic Transactions		07/03/2008	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	True Ultimate Standards Everywhere, Inc.
Street Address:	55 2nd Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	2428136	CLICK TO VERIFY TRUSTE KIDS PRIVACY STATEMENT
Registration Number:	2428137	CLICK TO VERIFY REVIEWED BY TRUSTE SITE PRIVACY STATEMENT
Registration Number:	2428134	REVIEWED BY TRUSTE SITE PRIVACY STATEMENT

CORRESPONDENCE DATA

Fax Number: (415)352-2701
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 415-352-2700
 Email: sftrademark@bullivant.com
 Correspondent Name: Jonathan T. Rubens
 Address Line 1: Bullivant Houser Bailey PC
 Address Line 2: 601 California Street, Suite 1800
 Address Line 4: San Francisco, CALIFORNIA 94108

TRADEMARK

900171178

REEL: 004274 FRAME: 0571

CH \$90.00 2428136

ATTORNEY DOCKET NUMBER:	31408-1
NAME OF SUBMITTER:	Jonathan T. Rubens
Signature:	/jonathan t. rubens/
Date:	09/08/2010
Total Attachments: 6 source=Cover Sheet 2 - DE#page1.tif source=Cover Sheet 2 - DE#page2.tif source=Cover Sheet 2 - DE#page3.tif source=Cover Sheet 2 - DE#page4.tif source=Cover Sheet 2 - DE#page5.tif source=Cover Sheet 2 - DE#page6.tif	

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Trusted Universal Standards in Electronic Transactions		07/03/2008	non-profit mutual benefit corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	True Universal Standards Everywhere, Inc.
Street Address:	55 2nd Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94105
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	75787067	CLICK TO VERIFY REVIEWED BY TRUSTE SITE PRIVACY STATEMENT
Serial Number:	75787066	CLICK TO VERIFY TRUSTE KIDS PRIVACY STATEMENT
Serial Number:	75787050	REVIEWED BY TRUSTE SITE PRIVACY STATEMENT

CORRESPONDENCE DATA

Fax Number: (202)719-7049
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2027197000
 Email: ckelly@wileyrein.com
 Correspondent Name: Christopher Kelly
 Address Line 1: 1776 K Street, N.W.
 Address Line 2: Trademark Administration
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

NAME OF SUBMITTER:	Christopher Kelly
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900123764

**TRADEMARK
 REEL: 003911 FRAME: 0991**

**TRADEMARK
 REEL: 004274 FRAME: 0573**

CH \$90.00 75787067

Signature:	/ck/
Date:	12/31/2008
Total Attachments: 3 source=TRUSTe - Trademark Assignment#page1.tif source=TRUSTe - Trademark Assignment#page2.tif source=TRUSTe - Trademark Assignment#page3.tif	

TRADEMARK
REEL: 003911 FRAME: 0992

TRADEMARK
REEL: 004274 FRAME: 0574

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF INCORPORATION OF "TRUE ULTIMATE STANDARDS EVERYWHERE, INC.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF JUNE, A.D. 2008, AT 2:05 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

4564885 8100

080714135

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 6684771

DATE: 06-24-08

TRADEMARK
REEL: 004274 FRAME: 0575

State of Delaware
Secretary of State
Division of Corporations
Delivered 02:34 PM 06/20/2008
FILED 02:05 PM 06/20/2008
SRV 080714135 - 4564885 FILE

**CERTIFICATE OF INCORPORATION
OF
TRUE ULTIMATE STANDARDS EVERYWHERE, INC.**

ARTICLE 1

The name of this Corporation is True Ultimate Standards Everywhere, Inc. (the "Corporation").

ARTICLE 2

A. The address of the Corporation's registered office in the State of Delaware is 3500 South DuPont Highway in the City of Dover, County of Kent. The name of the corporation's registered agent at such address is Incorporating Services, Ltd.

B. The name and mailing address of the incorporator of the Corporation is:

Trevor Knapp
Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP
155 Constitution Drive
Menlo Park, CA 94025

ARTICLE 3

The nature of the business or purposes to be conducted or promoted is to engage in any lawful act or activity for which corporations may be organized under the General Corporation Law of Delaware.

ARTICLE 4

This Corporation is authorized to issue one class of stock to be designated "Common Stock," with a par value of \$0.0001 per share. The total number of shares which the Corporation is authorized to issue is 10,000,000.

ARTICLE 5

Except as otherwise provided in this certificate of incorporation, in furtherance and not in limitation of the powers conferred by statute, the board of directors is expressly authorized to make, repeal, alter, amend and rescind any or all of the Bylaws of the Corporation.

ARTICLE 6

The number of directors of this corporation shall be determined in the manner set forth in the Bylaws of this corporation.

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**TRADEMARK
REEL: 004274 FRAME: 0576**

ARTICLE 7

Elections of directors need not be by written ballot unless the Bylaws of the Corporation shall so provide.

ARTICLE 8

Meeting of stockholders may be held within or without the State of Delaware, as the Bylaws may provide. The books of the Corporation may be kept (subject to any provision contained in the statutes) outside the State of Delaware at such place or places as may be designated from time to time by the board of directors or in the Bylaws of the Corporation.

ARTICLE 9

A director of this corporation shall not be personally liable to this corporation or its stockholders for monetary damages for breach of fiduciary duty as a director, except for liability (i) for any breach of the director's duty of loyalty to this corporation or its stockholders, (ii) for acts or omissions not in good faith or that involve intentional misconduct or a knowing violation of law, (iii) under Section 174 of the General Corporation Law, or (iv) for any transaction from which the director derived any improper personal benefit. If the General Corporation Law is amended after approval by the stockholders of this Article 9 to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of this corporation shall be eliminated or limited to the fullest extent permitted by the General Corporation Law as so amended.

Any repeal or modification of the foregoing provisions of this Article 9 by the stockholders of this corporation shall not adversely affect any right or protection of a director of this corporation existing at the time of, or increase the liability of any director of this corporation with respect to any acts or omissions of such director occurring prior to, such repeal or modification.

ARTICLE 10


To the fullest extent permitted by applicable law, this corporation is authorized to provide indemnification of (and advancement of expenses to) agents of this corporation (and any other persons to which General Corporation Law permits this corporation to provide indemnification) through bylaw provisions, agreements with such agents or other persons, vote of stockholders or disinterested directors or otherwise, in excess of the indemnification and advancement otherwise permitted by Section 145 of the General Corporation Law, subject only to limits created by applicable General Corporation Law (statutory or non-statutory), with respect to actions for breach of duty to this corporation, its stockholders and others.

Any amendment, repeal or modification of the foregoing provisions of this Article 10 shall not adversely affect any right or protection of a director, officer, agent or other person existing at the time of, or increase the liability of any director of this corporation with respect to any acts or omissions of such director, officer or agent occurring prior to such amendment, repeal or modification.

ARTICLE 11

The Corporation reserves the right to amend, alter, change or repeal any provision contained in this certificate of incorporation, in the manner now or hereafter prescribed by statute, and all rights conferred upon stockholders herein are granted subject to this reservation.

THE UNDERSIGNED, being the incorporator hereinbefore named, for the purpose of forming a corporation to do business both within and without the State of Delaware and in pursuance of the General Corporation Law of Delaware, does make and file this Certificate, hereby declaring and certifying that the facts herein stated are true, and accordingly has hereunto set her hand this 20th day of June, 2008.



Incorporator