

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
mSnap, Inc.		04/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	FK, Inc.		
Street Address:	195 Alhambra Street, Suite 9		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94123		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3418261	MINFO	
Registration Number:	3357369	MSONG	
Registration Number:	3288260	MSONG	
Registration Number:	3207758	MTALK	
Registration Number:	3207757	MVOTE	
CORRESPONDENCE DATA			
Fax Number:	(415)836-2501		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415 615 6024		
Email:	tmdocket@dlapiper.com		
Correspondent Name:	Eugene M. Pak, Esq. c/o DLA Piper LLP		
Address Line 1:	555 Mission Street, Suite 2400		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	373392-4		

CH \$140.00 3418261

NAME OF SUBMITTER:	Eugene M. Pak, Esq.
Signature:	/Eugene Pak/
Date:	09/29/2010
Total Attachments: 2 source=MSNAP - FK Trademark Assignment#page1.tif source=MSNAP - FK Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

Whereas mSnap, Inc. is a Delaware corporation with its principal place of business at 6410 Oak Canyon Road, Suite 100, Irvine, California 92618 (hereafter "mSnap" or "Assignor") and is a wholly-owned subsidiary of SmartReply, Inc., a California corporation ("SmartReply");

Whereas mSnap is the owner of the Trademarks, as defined below and identified in Schedule A attached hereto:

Whereas pursuant to a Contribution Agreement between SmartReply and FK, Inc., a Delaware corporation, dated April 30, 2010, ownership of mSnap's assets including all of its right, title and interest in the Trademarks are to be assigned to FK;

Now, therefore, in consideration of the mutual covenants herein and/or the Contribution Agreement, and for other good and valuable consideration, the receipt of which is hereby acknowledged:

Assignor mSnap hereby assigns to Assignee FK, Inc. any and all right, title, and interest in and to the trademarks identified in Schedule A, including without limitation any and all common law and trade name rights, including any associated designs or logos (including copyright and trademark rights in such designs or logos), as well as any and all applications and registrations for the marks, together with the goodwill of the business associated with the trademarks and all claims and causes of action for infringement of such trademarks, if any, on a worldwide basis (collectively, the "Trademarks"). This Assignment may be recorded with the U.S. Patent & Trademark Office. To effectuate the assignment herein, mSnap will take such further steps, including signing or completing any further documents or online forms, as may be necessary or reasonably requested to carry out the purposes of this Assignment.

In the event that any provision of this Assignment shall be held illegal, unenforceable or invalid, such provision shall be amended and interpreted so as to best accomplish the intent and economic effect of the illegal, unenforceable or invalid provision. The other provisions of the Assignment shall remain in full force and effect without being impaired or invalidated in any way.

IN WITNESS WHEREOF, mSnap, Inc. has caused its duly authorized representative to execute this Assignment as set forth below.

mSnap, Inc.
(Assignor)

By: 

Name (print): Dave Savage

Title: President

Date: April 30, 2010

SCHEDULE A

Trademarks

mSnap, Inc. Trademarks				
Mark	Class	App. No. Filing Date	Reg. No. Reg. Date	Status
MINFO	35	78/709409 8 Sep 2005	3418261 29 Apr 2008	REGISTERED
MSONG	9	78/709369 8 Sep 2005	3357369 18 Dec 2007	REGISTERED
MSONG	9	78/978897 8 Sep 2005	3288260 4 Sep 2007	REGISTERED
MTALK	38	78/709572 8 Sep 2005	3207758 13 Feb 2007	REGISTERED
MVOTE	38	78/709568 8 Sep 2005	3207757 13 Feb 2007	REGISTERED
MSNAP				UNREGISTERED