

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
Serious Business, Inc.		09/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Zynga Game Network Inc.		
Street Address:	365 Vermont Avenue		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	77813313	FRIENDS FOR SALE	
Serial Number:	77813293	FRIENDS FOR SALE	
Registration Number:	3771290	FRIENDS FOR SALE	
CORRESPONDENCE DATA			
Fax Number:	(858)272-0221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	858-272-0220		
Email:	trademarks@ipla.com		
Correspondent Name:	John M. Kim		
Address Line 1:	1940 Garnet Avenue		
Address Line 2:	Suite 230		
Address Line 4:	San Diego, CALIFORNIA 92109		
NAME OF SUBMITTER:	John M. Kim		
Signature:	/John M. Kim/		

OP \$90.00 77813313

Date:

09/30/2010

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights ("Assignment") is entered into as of September 30, 2010, by and between Serious Business, Inc., a Delaware corporation ("Assignor") and Zynga Game Network Inc., a Delaware corporation ("Assignee").

RECITALS

A. Assignor is the owner of record of the following United States Trademark Registration (the "Registration"):

Registration No.	Trademark
3771290	FRIENDS FOR SALE

B. Assignor is also the owner of the following two United States Trademark Applications (the "Applications"):

Serial No.	Trademark
77813313	FRIENDS FOR SALE
77813293	FRIENDS FOR SALE

C. Assignor is desirous of assigning to Assignee all right, title, interest and goodwill in the Registration and Applications as well as any common law rights Assignor may have in the trademark FRIENDS FOR SALE. Assignee is desirous of accepting such assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows.

AGREEMENT

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Registration, the Applications and all related rights. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the Registration and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

Assignor

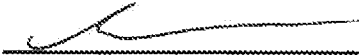
Assignee

Serious Business, Inc.

Zynga Game Network Inc.

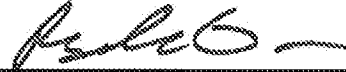
By:

By:



Name: Sergio Chen

Its: CEO



Name: Rosalind D. Daniels

Its: General Counsel