

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/04/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Irubin Consulting, Inc.		10/08/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Magento, Inc.		
Street Address:	10441 W. Jefferson Blvd.		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3697622	MAGENTO	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	MAGE 1005608		
NAME OF SUBMITTER:	Lawrence E. Apolzon		
Signature:	/anca nicolescu/		

CH \$40.00 3697622

Date:

10/12/2010

Total Attachments: 1

source=Executed confirmatory assignment to Magento, Inc. (F0693428)#page1.tif

CONFIRMATORY ASSIGNMENT

WHEREAS, Irubin Consulting, Inc., a corporation organized and existing under the laws of California located at 11832 W Pico Blvd, Los Angeles, California 90064 ("Assignor"), was the owner of the following trademark and registration as of March 4, 2010 (hereinafter, the "Trademark"):

TRADEMARK
MAGENTO

REGISTRATION NO.
3,697,622

WHEREAS, Magento, Inc., a corporation organized and existing under the laws of Delaware located at 10441 W. Jefferson Blvd., Culver City, California 90232 ("Assignee"), acquired said Trademark and all associated goodwill in the Trademark, effective as of March 4, 2010.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of March 4, 2010, of all right, title and interest in and to the Trademark and the above-named registration therefor, together with the goodwill of the business symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

Irubin Consulting, Inc.

By: RR

Name: Roy Rubin

Title: Shareholder

Date: 10/8/10