

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
Terra-Nova, LLC.		10/14/2010	LIMITED LIABILITY COMPANY: WYOMING
RECEIVING PARTY DATA			
Name:	ZipHoldings, LLC.		
Street Address:	35 West 2100 South		
City:	Wanship		
State/Country:	UTAH		
Postal Code:	84017		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2840839	ZIPRIDER	
CORRESPONDENCE DATA			
Fax Number:	(801)530-5955		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	801-530-0330		
Email:	echamberland@patepierce.com		
Correspondent Name:	Pate, Pierce & Baird		
Address Line 1:	175 South Main Street		
Address Line 2:	Suite 1250		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	3458-3-2		
NAME OF SUBMITTER:	A. John Pate		
Signature:	/A. John Pate 101014 3458-3-2/		

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 REEL: 004296 FRAME: 0643**

Date:

10/14/2010

Total Attachments: 2

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ASSIGNMENT

WHEREAS, Terra-Nova, LLC., (hereinafter referred to as "Assignor"), a Wyoming limited liability corporation who is located at 35 West 2100 South, Wanship, Utah 84017, being the owner of the entire right, title and interest in and to United States Trademark Registration No. 2,840,839, registered on May 11, 2004, for the trademark ZIPRIDER.

WHEREAS, the Assignee, ZipHoldings, LLC., a Utah limited liability corporation located at 35 West 2100 South, Wanship, Utah 84017, desires to secure the entire right, title, interest and goodwill in said trademark.

In consideration of \$1.00 and other good and valuable consideration paid to me by the Assignee, the receipt and sufficiency of which I hereby acknowledge, I HEREBY ASSIGN TO THE ASSIGNEE:

The entire right, title, and interest in said trademark and goodwill; in the above-identified United States trademark application, in the United States and foreign countries.

The right to file foreign trademark applications on said trademark in its own name, wherever such right may be legally exercised, including the right to claim the benefits of the International Convention for such applications.

The Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, and such Trademark Office officials in foreign countries as are duly authorized by their laws to register trademarks, to register said trademark to the Assignee as the owner of the entire interest, for the sole use and benefit of the Assignee, its successors, assigns, and legal representatives.

The Assignor hereby agrees, without further consideration and without expense to it, to sign all lawful papers and to perform all other lawful acts which the Assignee may request to make this Assignment fully effective, including, by way of example but not of limitation, the following:

Cooperation to the best of our ability in the execution of all lawful documents, reasonably necessary to secure the rights of Assignee in the trademark.

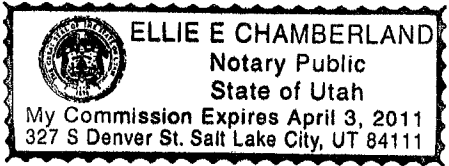
This Assignment and Agreement shall be binding upon the Assignor's heirs, successors, assigns and legal representatives.

IN WITNESS WHEREOF, the Assignor has caused the hand of its duly authorized representative to be subscribed hereto.

Eric S. Cylvick, President
Terra-Nova, LLC.
35 West 2100 South
Wanship, Utah 84017

STATE OF UTAH)
) : ss.
COUNTY OF Salt Lake)

On October 14, 2010, before me personally appeared Eric S. Cylvick, known to me to be the person described, who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that he executed the same as his free act and deed and for the purposes set forth therein.



NOTARY PUBLIC
Residing at 1221 E. Parkway Ave, SLC, UT 84106

My Commission Expires:
April 3, 2011