

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
Robot Devil Media Inc.		02/26/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Buzzmedia		
Street Address:	6464 West Sunset Blvd., Suite 650		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3637282	EGOTASTIC	
Serial Number:	77187404	EGOTASTIC	
CORRESPONDENCE DATA			
Fax Number:	(650)938-5200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Hoang-chi Truong		
Address Line 1:	801 California Street,		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	24630-0070-1991		
NAME OF SUBMITTER:	Hoang-chi Truong		
Signature:	/hoangchitruong/		

CH \$65.00 3637282

900176605

TRADEMARK
 REEL: 004423 FRAME: 0032

Date:

11/30/2010

Total Attachments: 4

source=BUZZ_Ego_Trademark_Assignment_1#page1.tif

source=BUZZ_Ego_Trademark_Assignment_2#page1.tif

source=BUZZ_Ego_Trademark_Assignment_3#page1.tif

source=BUZZ_Ego_Trademark_Assignment_4#page1.tif

TRADEMARK AND SERVICE MARK ASSIGNMENT

This TRADEMARK AND SERVICE MARK ASSIGNMENT (this “**Assignment**”) is made and entered into as of February 26, 2010 by and among Robot Devil Media Inc., a Canadian corporation (the “**Assignor**”) and BUZZMEDIA, a California corporation (“**Assignee**”).

WHEREAS, the Assignor and the Assignee are parties to that certain Asset Purchase Agreement, dated as of February 26, 2010 (the “**Purchase Agreement**”), pursuant to which the Assignee has agreed to acquire all of the Assignor’s right, title and interest in and to all of the trademarks, service marks, and trade names, together with the goodwill associated with and symbolized by them, that are owned by or used in the conduct of the Assignor’s business, including, without limitation, those trademarks, service marks, and trade names listed in Schedule A hereto (all such trademarks, service marks, and trade names referred to collectively as the “**Assigned Trademarks**”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor and the Assignee each hereby agree as follows:

1. Assignment. Assignor hereby sells, assigns, transfers, conveys and delivers to the Assignee and its successors and assigns, and the Assignee hereby purchases and accepts from the Assignor, all of Assignor’s right, title and interest in, to and under the Assigned Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Assigned Trademarks and symbolized thereby, together with the right to sue and recover damages for future, present and past infringements of the Assigned Trademarks and to fully and entirely stand in the place of the Assignor in all matters related to the Assigned Trademarks.

With respect to all of the Assigned Trademarks in pending, intent-to-use applications, the parties hereto acknowledge that the portion of the business, which is ongoing and existing, to which the trademarks pertain is also being transferred to Assignee pursuant to the Purchase Agreement.

2. Miscellaneous. Assignor represents that Assignor has the rights, titles, and interests to convey as set forth herein, and covenants with Assignee that the Assignor has made or will make hereafter no assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

[SIGNATURE PAGE NEXT]

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the day and year above written.

ROBOT DEVIL MEDIA INC.

BUZZMEDIA

By: _____



By: _____

Name: Philip Miresco

Name: Tyler Goldman

Title: President

Title: Chief Executive Officer

[SIGNATURE PAGE TO TRADEMARK AND SERVICE MARK ASSIGNMENT]

IN WITNESS WHEREOF, the Assignor and Assignee have executed this Assignment as of the day and year above written.

ROBOT DEVIL MEDIA INC.

BUZZMEDIA

By: _____

By: _____

Name: _____

Name: Tyler Goldman

Title: _____

Title: Chief Executive Officer

[SIGNATURE PAGE TO TRADEMARK AND SERVICE MARK ASSIGNMENT]

SCHEDULE A

ASSIGNED TRADEMARKS

U.S. Trademarks

Mark	Jurisdiction	App/Reg #	Status
EGOTASTIC	U.S.	77/188,644, filed 5/23/07	Pending – awaiting publication
EGOTASTIC	U.S.	77/187,404, filed 5/22/07	Pending – application suspended pending a copy of the priority Canadian registration (Canadian App. No. 1341973)

Foreign Trademarks

Mark	Jurisdiction	App/Reg #	Status
EGOTASTIC	Canada	1341268, filed 3/28/07 TMA718774, registered 7/17/08	Registered
EGOTASTIC	Canada	1341973, filed 4/3/07	Allowed – declaration of use due 4/3/10

Common Law Marks

EGOTASTIC