

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PureVolume Inc.		02/23/2010	CORPORATION: MASSACHUSETTS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Buzzmedia		
<b>Street Address:</b>	6464 West Sunset Blvd., Suite 650		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90028		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3186827	PUREVOLUME	
Registration Number:	3217405	PUREVOLUME	
Registration Number:	3186826	PUREVOLUME.COM	
Registration Number:	3186828	PUREVOLUME.COM	
Registration Number:	3222040	PUREVOLUME.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)938-5200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(650) 988-8500		
<b>Email:</b>	trademarks@fenwick.com		
<b>Correspondent Name:</b>	Hoang-chi Truong		
<b>Address Line 1:</b>	801 California Street,		
<b>Address Line 2:</b>	Silicon Valley Center		
<b>Address Line 4:</b>	Mountain View, CALIFORNIA 94041		

**CH \$140.00 3186827**

ATTORNEY DOCKET NUMBER:	24630-0070-1991
NAME OF SUBMITTER:	Hoang-chi Truong
Signature:	/hoangchitruong/
Date:	01/11/2011
<b>Total Attachments: 6</b> source=Assignment - PureVolume to Buzzmedia#page1.tif source=Assignment - PureVolume to Buzzmedia#page2.tif source=Assignment - PureVolume to Buzzmedia#page3.tif source=Assignment - PureVolume to Buzzmedia#page4.tif source=Assignment - PureVolume to Buzzmedia#page5.tif source=Assignment - PureVolume to Buzzmedia#page6.tif	

## TRADEMARK AND SERVICE MARK ASSIGNMENT

This TRADEMARK AND SERVICE MARK ASSIGNMENT (this "*Assignment*") is made and entered into as of February 23, 2010 by and among PureVolume Inc. (Formerly known as Unborn Media Inc.), a Massachusetts 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 an even date herewith (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.

PUREVOLUME INC.

BUZZMEDIA

By: Brett D Wainaski

By: \_\_\_\_\_

Name: Brett D Wainaski

Name: Tyler Goldman

Title: CEO

Title: Chief Executive Officer

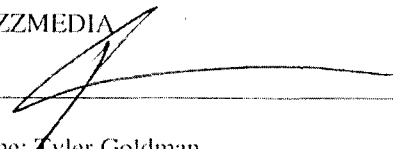
[SIGNATURE PAGE TO TRADEMARK AND SERVICE MARK ASSIGNMENT]

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

PUREVOLUME 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**

# Trademark Assignment

## REGISTERED TRADEMARKS

### **PUREVOLUME (Live)**

Word Mark: PUREVOLUME; Registration Number: 3217405; Registration Date: March 13, 2007; Type of Mark: SERVICE MARK

Goods and Services: IC 041. US 100 101 107. G & S: entertainment services in the nature of organizing and conducting live musical events. FIRST USE: 20040730. FIRST USE IN COMMERCE: 20040730

### **PUREVOLUME.COM (Live)**

Word Mark: PUREVOLUME.COM; Registration Number: 3222040; Registration Date: March 27, 2007; Type of Mark: SERVICE MARK

Goods and Services: IC 042. US 100 101. G & S: Computer services, namely, hosting online web facilities for others for organizing and conducting online meetings, gatherings and interactive discussions; and computer services in the nature of customized web pages featuring user-defined information, personal profiles and information. FIRST USE: 20031130. FIRST USE IN COMMERCE: 20031130

### **PUREVOLUME.COM (Live)**

Word Mark: PUREVOLUME.COM; Registration Number: 3186828; Registration Date: December 19, 2006; Type of Mark: SERVICE MARK

Goods and Services: IC 038. US 100 101 104. G & S: Providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; Streaming of audio material on the Internet. FIRST USE: 20031130. FIRST USE IN COMMERCE: 20031130

### **PUREVOLUME (Live)**

Word Mark: PUREVOLUME; Registration Number: 3186827; Registration Date: December 19, 2006; Type of Mark: TRADEMARK

Goods and Services: IC 014. US 002 027 028 050. G & S: Ornamental pins. FIRST USE: 20030630. FIRST USE IN COMMERCE: 20030630

### **PUREVOLUME.COM (Live)**

Word Mark: PUREVOLUME.COM; Registration Number: 3186826; Registration Date: December 19, 2006; Type of Mark: TRADEMARK

Goods and Services: IC 025. US 022 039. G & S: Hats; Jackets; Shirts. FIRST USE: 20050228. FIRST USE IN COMMERCE: 20050228

### **PUREVOLUME.COM (Live)**

Word Mark: PUREVOLUME.COM; Registration Number: 3186826; Registration Date: December 19, 2006; Type of Mark: TRADEMARK

Goods and Services: IC 025. US 022 039. G & S: Hats; Jackets; Shirts. FIRST USE: 20050228. FIRST USE IN COMMERCE: 20050228

UNREGISTERED TRADEMARKS  
Pure Volume

DWNLD.FM