

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<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>
Newtoy, LLC		01/03/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Zynga, Inc.		
<b>Street Address:</b>	365 Vermont Street		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94103		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77820321	WORDS WITH FRIENDS	
<b>Serial Number:</b>	85144590	NEWTOY CITY	
<b>Registration Number:</b>	3669282	NEWTOY	
<b>Registration Number:</b>	3704619	CHESS WITH FRIENDS	
<b>Registration Number:</b>	3704620	GAMES WITH FRIENDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)272-0221		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	8582720220		
<b>Email:</b>	trademarks@ipla.com		
<b>Correspondent Name:</b>	IP Legal Advisors, P.C.		
<b>Address Line 1:</b>	1940 Garnet Avenue		
<b>Address Line 2:</b>	Suite 230		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92109		

OP \$140.00 77820321

NAME OF SUBMITTER:	John M. Kim
Signature:	/John M. Kim/
Date:	02/22/2011
Total Attachments: 1 source=Newtoy TM Assignment#page1.tif	

## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights ("Assignment") is entered into as of January 3, 2011, by and between Newtoy LLC, a Delaware limited liability company (the "Assignor"), and Zynga Inc., a Delaware corporation ("Assignee").

### RECITALS

A. Assignor is the owner of record of the following United States trademark registrations: Registration No. 3,669,282 for NEWTOY; Registration No. 3,704,619 for CHESS WITH FRIENDS; and Registration No. 3,704,620 for GAMES WITH FRIENDS (collectively "Registrations"). Assignor is also the owner of record of the following United States trademark applications: Application Serial No. 77/820,321 for WORDS WITH FRIENDS; and Application Serial No. 85/144,590 for NEWTOY CITY (collectively "Applications").

B. Assignor is desirous of assigning to Assignee all right, title, interest and goodwill in the Registrations and Applications and all related rights. 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 Registrations and 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 Registrations and Applications 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

Newtoy LLC

Zynga Inc.

By:

By:

  
\_\_\_\_\_  
Karyn Smith  
Assistant Secretary

  
\_\_\_\_\_  
Jed Ritchey  
Associate General Counsel