

**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
Linear Media, Inc.		04/18/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	weReadia		
Street Address:	16469 Shadow Mountain Drive		
City:	Pacific Palisades		
State/Country:	CALIFORNIA		
Postal Code:	90272		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78944751	SUBTEXT	
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:	R.J. Heher, Esq., Fenwick & West LLP		
Address Line 1:	801 California Street		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	28348-000070-2450		
NAME OF SUBMITTER:	R.J. Heher, Esq.		
Signature:	/R.J. Heher/		
Date:	04/19/2011		
Total Attachments: 2 source=name assignment_signed#page5.tif source=name assignment_signed#page6.tif			

CH \$40.00 78944751

(Schedule A)  
TRADEMARK ASSIGNMENT

WHEREAS, Linear Media, Inc., a Delaware corporation located at 1801 Century Park East, Suite 1200, Los Angeles, California ("Linear Media"), is the owner of the following trademark now pending in the United States Patent and Trademark Office:

Trademark \_\_\_\_\_ App. No. \_\_\_\_\_  
SUBTEXT 78/944,751

WHEREAS, weReadia, Inc., a Delaware corporation located at 16469 SHADOW MOUNTAIN  
90272 ~~16469 SHADOW MOUNTAIN~~ ("weReadia"), is desirous of acquiring said trademark,  
LOS, CA

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Linear Media, does hereby assign unto weReadia, all of its right (including common law rights), title and interest, in the United States of America and all other countries and jurisdictions of the world, in and to said trademark together with the goodwill of the business symbolized by said trademark, that portion of the business which is ongoing and existing to which the trademark pertains, the foregoing application therefore, and any and all claims that it might have, at law or in equity, for past infringement of the said trademark.

Signed at Los Angeles, CA, this 18th day of April 2011.

LINEAR MEDIA, INC.

By: Bill Deutch

Name: BILL DEUTCH (WILLIAM F. DEUTCH)

Title: CEO

On this \_\_\_\_ day of \_\_\_\_\_, 2011, before me, \_\_\_\_\_  
a Notary Public in and for the State of \_\_\_\_\_, personally appeared \_\_\_\_\_,  
personally known to me (or proved to me on the basis of  
satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and  
acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that  
by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the  
person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public

*See attached certificate*

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Los Angeles

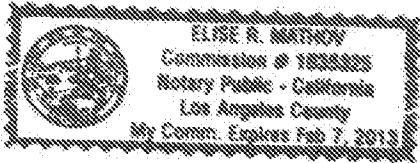
On April 18, 2011 before me, Elise R. Mathov, Notary Public

personally appeared William F. Beutch

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature [Handwritten Signature]

**OPTIONAL**

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

**Description of Attached Document**

Title or Type of Document: Trademark Assignment (Schedule A)

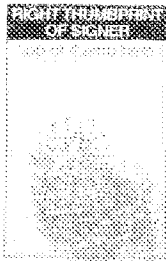
Document Date: April 18, 2011 Number of Pages: one

Signer(s) Other Than Named Above: none

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: William F. Beutch

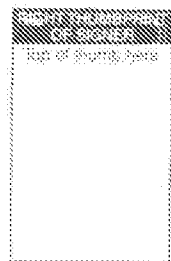
- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: Linear Media Inc.

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_