

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	CORRECTIVE ASSIGNMENT		
NATURE OF CONVEYANCE:	Corrective Assignment to correct the name of receiving party previously recorded on Reel 004524 Frame 0671. Assignor(s) hereby confirms the assignment of 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, Inc.		
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:	28348-00070-2450		
NAME OF SUBMITTER:	R.J. Heher, Esq.		
Signature:	/R.J. Heher/		

CH \$40.00 78944751

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TRADEMARK
REEL: 004525 FRAME: 0926

Date:

04/20/2011

Total Attachments: 6

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UNITED STATES PATENT AND TRADEMARK OFFICE

Facsimile Transmission

To: **Name:** R.J. HEHER, ESQ., FENWICK & WEST LLP
 Company: 801 CALIFORNIA STREET
 Fax Number: 16509385200
 Voice Phone:

From: **Name:** ASSIGNMENT RECORDATION SERVICES
 Voice Phone: 571-272-3350

37 C.F.R. 1.6 sets forth the types of correspondence that can be communicated to the Patent and Trademark Office via facsimile transmissions. Applicants are advised to use the certificate of facsimile transmission procedures when submitting a reply to a non-final or final Office action by facsimile (37 CFR 1.8(a)).

Fax Notes:

Pg#	Description
1	Cover Page
2	Notice
4	Batch 2434637 Document 1

USPTO ASSIGNMENT SYSTEM PROCESSING

Date and time of transmission: Wednesday, April 20, 2011 11:00:08 AM
Number of pages including this cover sheet: 04

**TRADEMARK
REEL: 004525 FRAME: 0928**



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 20, 2011

PTAS

R.J. HEHER, ESQ., FENWICK & WEST LLP
801 CALIFORNIA STREET
MOUNTAIN VIEW, CA 94041



900189689

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 04/19/2011

REEL/FRAME: 004524/0671
NUMBER OF PAGES: 3

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
DOCKET NUMBER: 28348-000070-2450

ASSIGNOR:

LINEAR MEDIA, INC.

DOC DATE: 04/18/2011
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

ASSIGNEE:

WEREADIA
16469 SHADOW MOUNTAIN DRIVE
PACIFIC PALISADES, CALIFORNIA 90272

TO:R.J. HEHER, ESQ., FENWICK & WEST LLP COMPANY:801 CALIFORNIA STREET

004524/0671 PAGE 2

SERIAL NUMBER: 78944751

FILING DATE: 08/03/2006

REGISTRATION NUMBER:

ISSUE DATE:

MARK: SUBTEXT

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN BLOCK FORM

THERESA FREDERICK, EXAMINER

ASSIGNMENT SERVICES BRANCH

PUBLIC RECORDS DIVISION

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

04/19/2011
 900189689

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
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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
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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,
ES, 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

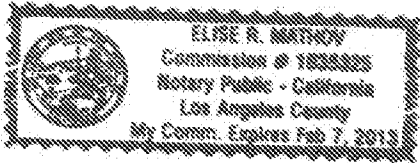
On April 18, 2011 before me, Elise R. Mathov, Notary Public

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)

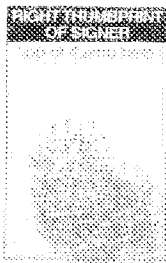
Document Date: April 18, 2011 Number of Pages: one

Signer(s) Other Than Named Above: none

Capacity(ies) Claimed by Signer(s)

Signer's Name: William F. Beutch

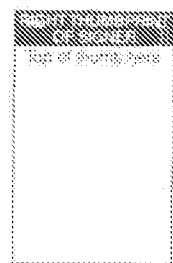
- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



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: _____