

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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**07/29/2011
 900198436**

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Remodelista, LLC		07/29/2011	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	SAY Media, Inc.
Street Address:	180 Townsend Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3385037	REMODELISTA

CORRESPONDENCE DATA

Fax Number: (650)227-8001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 6502278000
 Email: megan@tolg.com
 Correspondent Name: Megan Jeanne
 Address Line 1: 500 Airport Blvd., Ste. 120
 Address Line 4: Burlingame, CALIFORNIA 94010

NAME OF SUBMITTER:	Megan Jeanne
Signature:	/Megan Jeanne/
Date:	07/29/2011

Total Attachments: 4

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OP- \$40.00 3385037

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TO: MEGAN JEANNE COMPANY: 500 AIRPORT BLVD., STE. 120

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement, dated as of July 29, 2011, by and between Remodelista, LLC, a California limited liability company ("*Assignor*"), and Say Media, Inc., a Delaware corporation ("*Assignee*");

WHEREAS, Assignor owns the trademarks and service marks set forth on Exhibit A attached hereto (the "*Assigned Marks*");

WHEREAS, pursuant to the Asset Purchase Agreement of even date herewith between Assignor and Assignee (the "*Asset Purchase Agreement*"), Assignor agreed to assign or cause to be assigned to Assignee all of Assignor's right, title and interest in and to the Assigned Marks.

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

1. Assignor hereby conveys, transfers and assigns to Assignee, all right, title and interest in and to the Assigned Marks, together with any registrations for the Assigned Marks worldwide; the goodwill of the business symbolized by the Assigned Marks; and all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

2. Assignor further grants, conveys and assigns to Assignee all its right, title and interest in and to any and all proceeds, causes of action and rights of recovery for past and future infringement of any of the Assigned Marks.

3. Assignor represents and warrants that it has not executed, and will not execute, any agreement in conflict herewith.

4. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Assigned Marks.

This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

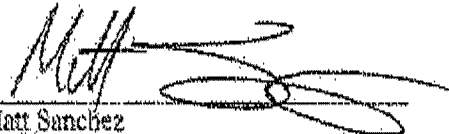
[Signature Page Follows]

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TO: MEGAN JEANNE COMPANY: 500 AIRPORT BLVD., STE. 120

IN WITNESS WHEREOF, this Assignment of Trademarks has been duly executed and delivered as of the date first written above.

ASSIGNEE:

SAY MEDIA, INC.

By: 
Matt Sanchez
Chief Executive Officer

ASSIGNOR:

REMODELISTA, LLC

By: _____
Joseph E. Groves
Chief Executive Officer

USPTO
TO:MEGAN JEANNE COMPANY:500 AIRPORT BLVD., STE. 120 8/1/2011 6:31:40 AM PAGE 7/008 Fax Server

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ASSIGNOR:

REMODELISTA, LLC

By: *Joseph E. Groves*

Joseph E. Groves
Chief Executive Officer

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Exhibit A

Schedule of Assigned Marks

REMODELISTA trademark, Registration No. 3385037

OHS WEST:261220883.1