

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
TUMRI, INC.		07/01/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	COLLECTIVE MEDIA, INC.		
Street Address:	99 Park Avenue		
Internal Address:	5th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77704179	ONE-TAG TRAFFICKING	
Registration Number:	3355942	TUMRI	
CORRESPONDENCE DATA			
Fax Number:	(973)597-2400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	973-597-2500		
Email:	lstrademark@lowenstein.com		
Correspondent Name:	Vanessa A. Ignacio, Esq.		
Address Line 1:	Lowenstein Sandler PC		
Address Line 2:	65 Livingston Avenue		
Address Line 4:	Roseland, NEW JERSEY 07068-1791		
ATTORNEY DOCKET NUMBER:	21081.49		
NAME OF SUBMITTER:	Vanessa A. Ignacio, Esq.		
Signature:	/Vanessa A. Ignacio/		

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Date:

08/05/2011

Total Attachments: 5

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UNITED STATES

TRADEMARK AND DOMAIN NAME ASSIGNMENT

THIS ASSIGNMENT, effective as of July 1, 2011, is entered into by and between **TUMRI, INC.**, a California corporation having a principal place of business at 411 Borel Avenue, No. 100, San Mateo, CA 94402 (hereinafter referred to as the "ASSIGNOR"), and **COLLECTIVE MEDIA, INC.**, a Delaware corporation having a principal place of business at 99 Park Avenue, 5th Floor, New York, New York 10016 (hereinafter referred to as "ASSIGNEE") (collectively, the "Parties"); and

WHEREAS, ASSIGNOR is the exclusive and record owner of the entire right, title, and interest in and to (i) the trademarks (ii) United States Trademark Registrations and Applications, and (iii) the domain names identified in Exhibit A attached hereto and all registrations thereof ((i), (ii), and (iii), collectively, the "Trademarks"), together with the goodwill established by use of the Trademarks;

WHEREAS, ASSIGNEE is desirous of acquiring the Trademarks and the goodwill established by use of the Trademarks;

NOW THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign, transfer, and sell unto said ASSIGNEE (i) the entire right, title, and interest in and to the Trademarks and the associated usage and goodwill, (ii) all rights of action against third parties for past, present and future infringement or other unauthorized use of the Trademarks, and (iii) any and all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademark, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

ASSIGNOR hereby warrants and covenants that it has the full power and authority to convey the rights, title, and interest herein assigned, transferred, and sold to ASSIGNEE, that it has not executed and will not execute any agreement in conflict herewith, and that it will execute any and all other instruments which may be necessary to perfect and evidence ASSIGNEE's

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ownership of the property and rights herein conveyed.

ASSIGNOR and ASSIGNEE hereby agree that this Assignment shall be governed by and construed in accordance with the laws of the State of New York without giving effect to the principles of conflicts of law thereof.

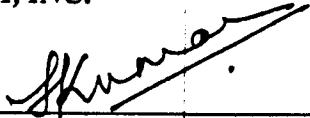
This Assignment shall be binding upon, and shall inure to the benefit of, the Parties hereto and their respective successors and assigns, and may be executed in two or more counterparts, each of which shall be deemed an original, and it shall not be necessary in making proof of this Assignment to produce or account for more than one set of counterparts signed by all of the Parties.

The Parties agree that this Assignment constitutes the entire agreement between ASSIGNOR and ASSIGNEE with respect to the subject matter hereof. The Parties also agree that no modification or waiver or any amendment to any provision of this Assignment shall be binding upon either party unless it is made in writing and signed by both Parties.

This Assignment may be signed in counterparts, each of which shall be deemed an original but all of which shall together constitute one instrument.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer.

TUMRI, INC.



By: HARI MENON
Title: CEO

COLLECTIVE MEDIA, INC.

By: Joseph Appendi
Title: President & CEO

TRADEMARK

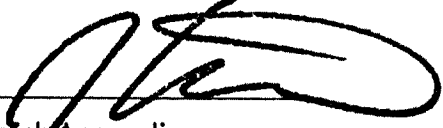
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IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, has caused this Assignment to be executed by its duly authorized officer.

TUMRI, INC.

By:
Title:

COLLECTIVE MEDIA, INC.



By: Joseph Apprendi
Title: President & CEO

EXHIBIT A

TRADEMARK REGISTRATIONS AND APPLICATIONS

<i>TRADEMARK</i>	<i>APPLICATION NUMBER</i>	<i>REGISTRATION NUMBER</i>	<i>Filing Date</i>	<i>Registration Date</i>
"ONE-TAG TRAFFICKING"	Serial No. 77/704179		April 1, 2009	
"TUMRI"	Serial No. 77/168033	3355942	April 27, 2007	December 18, 2007

DOMAIN NAMES

Tumri.com
Tumri.net
Yt1187.net