

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
Red Leaf ROI, LLC		08/08/2011	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	3Seventy, Inc.		
Street Address:	6601 Vaught Ranch Road		
Internal Address:	Suite 101		
City:	Austin		
State/Country:	TEXAS		
Postal Code:	78730		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85245712	BLINX	
Registration Number:	3923844	TXT4CRM	
CORRESPONDENCE DATA			
Fax Number:	(512)457-8008		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	512.457.8000		
Email:	bwiese@dbcllp.com		
Correspondent Name:	DuBois, Bryant & Campbell, LLP		
Address Line 1:	700 Lavaca		
Address Line 2:	Suite 1300		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	3263-600USTM		
NAME OF SUBMITTER:	William D. Wiese		

OP \$65.00 85245712

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**TRADEMARK
 REEL: 004602 FRAME: 0096**

Signature:	/William D. Wiese/
Date:	08/10/2011
Total Attachments: 2 source=20110810154817648#page1.tif source=20110810154817648#page2.tif	

TRADEMARK ASSIGNMENT

This Assignment is effective as of the 8th day of August, 2011, by and between RED LEAF ROI, LLC, a Texas limited liability company having an address at 6601 Vaught Ranch Road, Suite 101, Austin, Texas 78730 (the "Assignor") and 3SEVENTY, INC., a Delaware corporation having an address at 6601 Vaught Ranch Road, Suite 101, Austin, Texas 78730 (the "Assignee").

WITNESSETH:

WHEREAS, the Assignor is the owner of any and all rights associated with the marks TXT4CRM, U.S. Reg. No. 3,923,844 and BLINX, U.S. Application No. 85/245,712 (the "Marks"), including, without limitation, any and all common law rights derived through the Assignor's use of the Marks; and

WHEREAS, the Assignee is desirous to acquire all right, title and interest, and any and all good will associated therewith, in the Marks.

NOW, THEREFORE, in consideration of monies and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby sells, assigns, and transfers unto the Assignee, its successors, assigns, and legal representatives, the full and exclusive worldwide right, title, and interest in and to any and all rights associated with the Marks, including, without limitation:

the common law trademark rights associated with the Marks, any and all state trademark applications associated with the Marks, any and all United States trademark applications associated with the Marks, and any foreign trademark rights associated with the Marks, including the goodwill embodied with the Marks, any and all stylized and typed versions of the Marks, the right to obtain further trademark registrations related thereto, and the right to sue for infringements and past infringements thereof;

any and all copyrights associated with the advertising used in connection with the Marks, including but not limited to the right to obtain subsequent registrations of copyright therein with the United States Copyright Office, rights in all variations or any other derivative or similar artwork, and all rights corresponding thereto throughout the world, including the right to sue for infringement of these copyrights, including any and all past infringements and damages resulting therefrom; and

any and all trade dress rights associated with the packaging and advertising of products used in connection with the Marks and all rights corresponding thereto throughout the world, including the right to sue for infringement of these trade dress rights, and including any and all past infringements and damages resulting therefrom.

Assignor hereby requests the Commissioner of Trademarks of the United States and any Official of any country or countries foreign to the United States whose duty it is to receive or register trademarks or applications therefor to record the Assignee as the owner of the Marks and to issue all registrations for the Marks, to be in the name of the Assignee, as the Assignee of the Marks, for the sole use of the Assignee, its successors, legal representatives, and assigns, in accordance with the terms of this Assignment.

EXECUTED as of the date first written above

ASSIGNOR:


RED LEAF ROI, LLC

By: 
Name: Carol Chissey
Title: CEO

By: _____
Name: _____
Title: _____

ASSIGNEE:

3SEVENTY, INC.

By: 
Name: Carol Chissey
Title: CEO

By: _____
Name: _____
Title: _____