

**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
Event Robot, Inc. dba Socialcast		08/15/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	VMware, Inc.		
Street Address:	3401 Hillview Ave.		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94304		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77936536	SOCIALCAST REACH	
CORRESPONDENCE DATA			
Fax Number:	(312)554-8015		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-554-8000		
Email:	baugust@pattishall.com		
Correspondent Name:	Brett A. August		
Address Line 1:	311 S. Wacker Drive		
Address Line 2:	Suite 5000		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	02217-00075		
NAME OF SUBMITTER:	Bradley L. Cohn		
Signature:	/bradleycohn/		
Date:	08/15/2011		
Total Attachments: 1 source=SOCIALCAST REACH ASSIGN#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Event Robot, Inc. dba Socialcast, a Delaware corporation, having a principal place of business at 19 South Park Street, San Francisco, California 94107 (hereinafter "SOCIALCAST"), is the owner of U.S. Trademark Application SOCIALCAST REACH, Serial No. 77/936,536 filed on February 16, 2010;

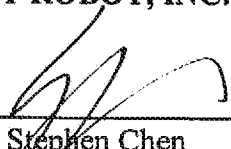
WHEREAS, VMware, Inc., a Delaware corporation, having a principal place of business at 3401 Hillview Avenue, Palo Alto, California 94304 (hereinafter "VMWARE"), is desirous of acquiring all right, title, and interest in and to said mark; and

WHEREAS, SOCIALCAST is willing to assign any and all of its right, title and interest to said mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, SOCIALCAST does hereby transfer, convey and assign to VMWARE all right, title, and interest in and to said Trademark Application SOCIALCAST REACH, Serial No. 77/936,536, and the goodwill of the business symbolized by the trademark.

The undersigned warrants he has the authority to enter into this Assignment on behalf of SOCIALCAST.

**EVENT ROBOT, INC. dba SOCIALCAST**

By:   
Name: Stephen Chen  
Title: Director and Senior Counsel

Date: 8/15/11