

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Eileen Gittins		08/16/2011	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blurb, Inc.		
<b>Street Address:</b>	580 California Street, Suite 300		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94104		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3493925	BLURB	
Registration Number:	3469269	BLURB	
Registration Number:	3946040	BOOKIFY	
Registration Number:	3437840	BLURB BOOKSMART	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)849-7400		
<b>Phone:</b>	650 843 5000		
<b>Email:</b>	trademarks@cooley.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Todd S. Bontemps / Cooley LLP		
<b>Address Line 1:</b>	777 6th Street, NW, Suite 1100		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001		
<b>ATTORNEY DOCKET NUMBER:</b>	304721-201		
<b>NAME OF SUBMITTER:</b>	Todd Bontemps		

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Signature:	/TSB5/
Date:	09/16/2011
Total Attachments: 2 source=gittinsblurbassignment#page1.tif source=gittinsblurbassignment#page2.tif	

## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Assignment") is effective July 1, 2008 and is entered into by and between **Eileen Gittins**, an individual ("Assignor"), and **Blurb, Inc.**, a Delaware corporation, headquartered at 580 California Street, Suite 300, San Francisco, CA 94104 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on the attached Exhibit A (hereafter "the Marks"); and

WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in the Marks together with the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest to the Marks together with the goodwill associated with said Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest which she may have in and to the Marks together with the goodwill of that portion of the business symbolized by the Marks and the right to sue for past infringement of the Marks.


IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment below.

Assignor



Name: Eileen Gittins  
August 16, 2011

For And On Behalf of Blurb, Inc.  
Assignee

By: 

Name: Peter J. Wheelan

Title: COO

Date: August 5, 2011

Exhibit A

The Trademarks Subject to this Trademark Assignment Agreement:

Mark	Serial No. / Reg. No.	Jurisdiction
BLURB	78717627 / 3493925	United States
BLURB	78375744 / 3469269	United States
BOOKIFY	78804958 / 3946040	United States
BLURB BOOKSMART	78717639 / 3437840	United States

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