

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Rockfish Interactive Corporation		09/19/2011	CORPORATION: ARKANSAS

**RECEIVING PARTY DATA**

<b>Name:</b>	Reef Interactive Acquisition, Inc.
<b>Street Address:</b>	c/o WPP Group USA, INC., 100 Park Avenue
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10017
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Serial Number:	85197645	COUPONFACTORY
Serial Number:	85299699	COUPONFACTORY
Serial Number:	85197534	ROCKFISH
Serial Number:	85299622	EASY PEASY, LEMON SQUEEZY.
Serial Number:	85299732	DIGITAL ECOSYSTEM
Registration Number:	3470019	ROCK FISH INTERACTIVE
Registration Number:	3470020	ROCK FISH INTERACTIVE
Registration Number:	3470021	COOL STUFF. PERFORMANCE DRIVEN.

**CORRESPONDENCE DATA**

Fax Number: (212)974-6955  
 Phone: 2124684974  
 Email: jwildes@dglaw.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
 Correspondent Name: Joy J. Wildes, Esq.

**900204242**

**TRADEMARK  
 REEL: 004639 FRAME: 0152**

**CH \$215.00 85197645**

Address Line 1: Davis & Gilbert LLP, 1740 Broadway  
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 03023-1415-000 (ASSGN CH)

NAME OF SUBMITTER: Joy J. Wildes

Signature: /Joy J. Wildes/

Date: 10/10/2011

**Total Attachments: 4**

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TRADEMARK ASSIGNMENT AGREEMENTSeptember 19, 2011

**WHEREAS**, Rockfish Interactive Corporation, an Arkansas corporation (hereinafter, "Assignor"), is the owner of the marks listed below which are registered in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Filing Basis</u>	<u>Serial Number</u>	<u>Status</u>
Couponfactory (word mark)	Intent to Use	85197645	Mark will be published for opposition (no notice as to dates)
Couponfactory (design mark)	In Use	85299699	Mark filed. Waiting on first office action
Rockfish (word mark)	In Use	85197534	Mark will be published for opposition (no notice as to dates)
Easy Peasy, Lemon Squeezy (owned by Coupon Factory)	In Use	85299622	Mark filed. Waiting on first office action
Digital Ecosystem	Intent to Use	85299732	Mark filed. Waiting on first office action

<u>Registered Service Marks</u>	<u>Registration Date</u>	<u>Registration Number</u>
ROCK FISH INTERACTIVE (word mark)	July 22, 2008	3,470,019
ROCK FISH INTERACTIVE (design mark)	July 22, 2008	3,470,020
Cool Stuff. Performance Driven (word mark)	July 22, 2008	3,470,021
ROCKFISH (word mark)	July 26, 2011	4,002,183

**WHEREAS**, Reef Interactive Acquisition, Inc., a corporation of the State of Delaware, located at c/o WPP Group USA, Inc., 100 Park Avenue, 4th Floor, New York, New York 10017 (hereinafter, "Assignee"), is desirous of acquiring said marks and said registrations thereof.

**THEREFORE**, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations thereof, and all rights to damages or profits, due or accrued, arising out

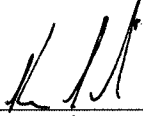
of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

\* \* \* \*

*Signature Page Follows*

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the date first written above.

ROCKFISH INTERACTIVE CORPORATION

By:   
Name: KENNY TOMLIN  
Title: CEO

REEF INTERACTIVE ACQUISITION,  
INC.

By: \_\_\_\_\_  
Name:  
Title:

[Signature Page to Trademark Assignment Agreement]

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the date first written above.

ROCKFISH INTERACTIVE CORPORATION

REEF INTERACTIVE ACQUISITION, INC.

By: \_\_\_\_\_  
Name:  
Title:

By: *Tom Lobene*  
Name: *Tom Lobene*  
Title: *Treasurer*

[Signature Page to Trademark Assignment Agreement]

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RECORDED: 10/10/2011

TRADEMARK  
REEL: 004639 FRAME: 0157