

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |   |                       |                       |
|---|---|-----------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>   |   | NEW ASSIGNMENT        |                       |
| <b>NATURE OF CONVEYANCE:</b>  |   | CHANGE OF NAME        |                       |
| <b>CONVEYING PARTY DATA</b>   |   |                       |                       |
| <b>Name</b>   | <b>Formerly</b>                         | <b>Execution Date</b> | <b>Entity Type</b>    |
| Pixazza, Inc.   |   | 07/21/2011            | CORPORATION: DELAWARE |
| <b>RECEIVING PARTY DATA</b>   |   |                       |                       |
| <b>Name:</b>  | Luminate, Inc.                          |                       |                       |
| <b>Street Address:</b>  | 100 View Street, Suite 201              |                       |                       |
| <b>City:</b>  | Mountain View                           |                       |                       |
| <b>State/Country:</b>   | CALIFORNIA                              |                       |                       |
| <b>Postal Code:</b>   | 94041                                   |                       |                       |
| <b>Entity Type:</b>   | CORPORATION: DELAWARE                   |                       |                       |
| <b>PROPERTY NUMBERS Total: 3</b>  |   |                       |                       |
| <b>Property Type</b>  | <b>Number</b>                           | <b>Word Mark</b>      |                       |
| <b>Serial Number:</b>   | 85341499                                | ALUMINUM              |                       |
| <b>Serial Number:</b>   | 85339900                                | LUMINATE              |                       |
| <b>Serial Number:</b>   | 85125351                                | PIXAZZA               |                       |
| <b>CORRESPONDENCE DATA</b>  |   |                       |                       |
| <b>Fax Number:</b>  | (650)938-5200                           |                       |                       |
| <b>Phone:</b>   | 650.988.8500                            |                       |                       |
| <b>Email:</b>   | trademarks@fenwick.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>  | Fenwick & WEst LLP, Connie L. Ellerbach |                       |                       |
| <b>Address Line 1:</b>  | 801 California Street                   |                       |                       |
| <b>Address Line 4:</b>  | Mountain View, CALIFORNIA 94041         |                       |                       |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 26383-00070-2450                        |                       |                       |
| <b>NAME OF SUBMITTER:</b>   | Connie L. Ellerbach, Esq.               |                       |                       |

CH \$90.00 85341499

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**TRADEMARK  
 REEL: 004640 FRAME: 0380**

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|----------------------|------------|
| Signature:           | /cle 1087/ |
| Date:                | 10/12/2011 |
| Total Attachments: 0 |            |

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