

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
Zagat Survey, LLC		09/29/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Google Inc.
Street Address:	1600 Amphitheatre Parkway
City:	Mountain View
State/Country:	CALIFORNIA
Postal Code:	94043
Entity Type:	Google: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Serial Number:	74684601	
Serial Number:	85396289	FORK & TELL
Serial Number:	77977772	Z
Serial Number:	77186067	Z
Serial Number:	77763703	ZAGAT
Serial Number:	74611148	ZAGAT
Serial Number:	85137657	ZAGAT EXCLUSIVES
Serial Number:	74611147	ZAGAT SURVEY
Serial Number:	75837951	ZAGAT.COM
Serial Number:	74684609	ZAGATSURVEY

CORRESPONDENCE DATA

Fax Number: (650)618-8571
 Email: tmdocketing@google.com

900207541

**TRADEMARK
 REEL: 004663 FRAME: 0502**

CH \$265.00 74684601

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Google Inc.
Address Line 1: 1600 Amphitheatre Parkway
Address Line 4: Mountain View, CALIFORNIA 94043

NAME OF SUBMITTER:	Jacqueline Lawrence
Signature:	/JML/
Date:	11/18/2011

Total Attachments: 7

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 7th day of September, 2011 by and between Zagat Survey, LLC, a Delaware limited liability company (hereinafter "Assignor"), and Google Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth in Schedule A attached hereto and incorporated herewith, and all other rights appurtenant, including, but not limited to, common law rights, title and interest, trade name rights and the right to recover for past infringement, in the United States of America and all other countries and jurisdictions of the world, in and to said trademarks and any applications and registrations thereof, including any intent-to-use applications (hereinafter collectively referred to as the "Trademarks");

WHEREAS, for the Trademarks in use, Assignor has adopted, used, is using and has acquired goodwill associated with and symbolized by said Trademarks and has not abandoned the same;

WHEREAS, for the Trademarks not in use, Assignor has intent to use the Trademarks in connection with Assignor's existing and ongoing business, or portion thereof to which the Trademarks pertain, and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Trademarks worldwide; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide;

NOW THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest as Assignor may possess in and to the Trademarks worldwide, together with (i) the goodwill symbolized by said Trademarks, (ii) the business or portion of the business to which the Trademarks pertain, (iii) all registrations and applications (including intent-to-use applications) for the Trademarks, (iv) all income, royalties, damages and payments in respect of the Trademarks, and (v) all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for infringement of the Trademarks.

Assignor will assist Assignee as reasonably necessary to secure, perfect, maintain or evidence the rights hereby transferred. Assignor hereby appoints Assignee's in-house trademark counsel as Assignor's attorney-in-fact to execute all documents on behalf of Assignor and its employees for this limited purpose.

Executed at Mountain View, California, this 29th day of September, 2011.

ZAGAT SURVEY, LLC

By: 

Katherine Stephens

Printed Name

Assistant Secretary

Title

GOOGLE INC.

By: 

Christine Hsieh

Printed Name

Trademark Counsel

Title



SCHEDULE A

Trademark Registrations and Applications:

Country	Trademark	Status	App. No.	Reg. No.	Class(es)
Australia	ZAGAT	Registered	660300	660300	I.C. 16
Australia	ZAGAT	Registered	660299	660299	I.C. 9
Australia	ZAGAT	Registered	660301	660301	I.C. 42
Benelux	ZAGAT	Registered	847696	575426	I.C. 9, 16, 42
Brazil	ZAGAT	Registered	818751886	818751886	I.C. 16.20
Brazil	ZAGAT	Registered	818751894	818751894	I.C. 9.40
Brazil	ZAGAT	Registered	818751878	818751878	I.C. 40.34
Canada	COLOR BURGUNDY (PANTONE NO. 202) (IN THE FORMAT OF A GUIDE BOOK)	Registered	1071501	TMA571419	
Canada	ZAGAT	Registered	1071502	589771	
Chile	ZAGAT	Registered	475.231	904.908	I.C. 16
Chile	ZAGAT	Registered	475.23	904.909	I.C. 9
Chile	ZAGAT	Registered	475.232	912.168	I.C. 35, 39, 41, 43, 44
China (People's Republic)	ZAGAT	Registered	4365912	4365912	I.C. 16
China (People's Republic)	ZAGAT	Registered	4365913	4365913	I.C. 41
China (People's Republic)	ZAGAT	Registered	4203480	4203480	I.C. 9
China (People's Republic)	ZAGAT	Registered	4203479	4203479	I.C. 35
China	ZAGAT	Renewal	1529857	1529857	I.C. 16

(People's Republic)		Pending			
China (People's Republic)	ZAGAT	Renewal Pending	1615863	1615863	I.C. 42, 43 & 44
China (People's Republic)	ZAGAT SURVEY	Registered	4203478	4203478	I.C.16
China (People's Republic)	ZAGAT TO GO	Registered	4203476	4203476	I.C. 16
China (People's Republic)	ZAGAT TO GO	Registered	4203474	4203474	I.C. 42
China (People's Republic)	ZAGAT TO GO	Registered	4203477	4203477	I.C. 9
China (People's Republic)	ZAGAT TO GO	Registered	4203475	4203475	I.C. 35
European Community	ZAGAT	Registered	1411867	1411867	I.C. 9, 16, 42
European Community	ZAGAT (IN A RECTANGULAR BURGUNDY-COLORED BACKGROUND)	Registered	1507623	1507623	I.C. 16
France	COLOR BURGUNDY (PANTONE NO. 202) (IN THE FORMAT OF A GUIDE BOOK).	Registered	99827431	99827431	I.C. 16
France	ZAGAT	Registered	95570348	95570348	I.C. 9, 16 & 42
Germany	ZAGAT	Registered	39518278.6	39518278	I.C. 9, 16, 42
Hong Kong	ZAGAT	Registered	300257409	300257409	I.C. 35
Hong Kong	ZAGAT	Registered	5517/95	10977/96	I.C. 9
Hong Kong	ZAGAT	Registered	5518/95	08491/96	I.C. 16
Hong Kong	ZAGAT	Registered	5519/95	08492/96	I.C. 42
Hong Kong	ZAGAT SURVEY (IN SERIES)	Registered	300257418	300257418	I.C. 16
Hong Kong	ZAGAT TO GO	Registered	30026033	30026033	I.C. 9, 16, 35 & 43

Israel	ZAGAT	Registered	98626	98626	I.C. 42
Israel	ZAGAT	Registered	98624	98624	I.C. 9
Israel	ZAGAT	Registered	98625	98625	I.C. 16
Italy	ZAGAT	Registered	MI1995005969	1139574	I.C. 9, 16, 42
Japan	ZAGAT	Registered	58209/95	3357574	I.C. 9
Japan	ZAGAT	Registered	58210/95	4396248	I.C. 16
Japan	ZAGAT	Registered	58211/95	4082886	I.C. 42
Japan	ZAGATSURVEY (IN A RECTANGULAR BURGUNDY- COLORED BACKGROUND)	Registered	2768/2000	4431800	I.C. 16
Korea, Republic of	ZAGAT	Registered	1995-4221	41-0035465	I.C. 43
Korea, Republic of	ZAGAT	Registered	95-17038	350534	I.C. 16
Korea, Republic of	ZAGAT	Registered	95-17037	40-0354825	I.C. 9
Mexico	ZAGAT	Registered	233923	510628	I.C. 9
Mexico	ZAGAT	Registered	233924	510629	I.C. 42
Mexico	ZAGAT	Registered	366455	605674	I.C. 16
Norway	ZAGAT	Registered	1999 12253	205061	I.C. 9, 16, 39, 41 & 42
Peru	ZAGAT	Registered	95804	21451	I.C. 42
Peru	ZAGAT	Registered	95802-99	63537	I.C. 9
Peru	ZAGAT	Registered	95803-99	63538	I.C. 16
Russian Federation	Z (LOGO IN COLOR)	Registered	2006736106	371332	I.C. 9, 16, 20, 35, 42 & 43
Russian Federation	ZAGAT	Registered	2006736103	352465	I.C. 9, 16, 20, 35, 42, 43
Russian Federation	ZAGAT TO GO	Registered	2006736104	348948	I.C. 9, 16 & 42

Russian Federation	ZAGAT.COM	Registered	2007716472	373006	I.C. 9, 16, 20, 35 & 42
Russian Federation	ZAGATSURVEY	Registered	2006736105	343785	I.C. 9, 16, 20, 35 & 42
Singapore	ZAGAT	Registered	4036/95	T95/04036J	I.C. 42
Singapore	ZAGAT	Registered	T95/04035B	T95/04035B	I.C. 16
Singapore	ZAGAT	Registered	4034/95	T95/04034D	I.C. 9
Spain	ZAGAT	Registered	970268	1970636	I.C. 9
Spain	ZAGAT	Registered	970572	1970637	I.C. 16
Spain	ZAGAT	Registered	970876	1970638	I.C. 42
Switzerland	ZAGAT	Registered	10637/1999	476368	I.C. 9, 16 & 38
Taiwan	ZAGAT	Registered	88059229	925748	I.C. 16
Taiwan	ZAGAT	Registered	88059230	136173	I.C. 42
Taiwan	ZAGAT	Registered	88059228	930706	I.C. 9
United Kingdom	ZAGAT	Registered	2019311	2019311	I.C. 9, 16, 42, 43
United States of America	COLOR BURGUNDY (IN THE FORMAT OF A GUIDE BOOK)	Registered	74/684601	2018827	I.C. 16
United States of America	Fork & Tell	Pending	85/396289		I.C. 41, 42
United States of America	Z	Registered	77/977772	3700322	I.C. 35, 39
United States of America	Z	Registered	77/186067	3781547	I.C. 9, 16, 20, 35, 43
United States of America	ZAGAT	Registered	77/763703	3945064	I.C. 35, 39, 43
United States of America	ZAGAT	Registered	74/611148	1972492	I.C. 9, 16 & 42
United States of America	ZAGAT EXCLUSIVES	Published	85/137657		I.C. 35
United	ZAGAT SURVEY	Registered	74/611147	1948630	I.C. 9, 16,

States of America					42
United States of America	ZAGAT.COM	Registered	75/837951	2584308	I.C. 35 & 42
United States of America	ZAGATSURVEY (STYLIZED)	Registered	74/684609	2032980	I.C. 16
Venezuela	ZAGAT	Published	20616/99		I.C. 9
Venezuela	ZAGAT	Published	20618/99		I.C. 38
Venezuela	ZAGAT	Registered	20617/99	P-232.639	I.C. 16