

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
Elad Elrom		03/06/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Avos Systems, Inc.		
Street Address:	2200 Geng Road, Suite 100		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94303		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3210591	ZEEN	
CORRESPONDENCE DATA			
Fax Number:	(650)938-5200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Kiran K. Belur, Esq., Fenwick & West LLP		
Address Line 1:	801 California Street,		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	20797-00073-1354		
NAME OF SUBMITTER:	Kiran K. Belur, Esq.		
Signature:	/kbelur/		

Date:

04/09/2012

Total Attachments: 3

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TRADEMARK ASSIGNMENT

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THIS TRADEMARK ASSIGNMENT AGREEMENT is made the 2 day of March, 2012 by and between:

1. Elad Elrom, an individual located in the United States, with a principal address at 90 Washington Street, 14L, New York, New York 10006 (hereinafter referred to as the "Assignor") of the first part, and
2. Avos Systems Inc.
(hereinafter referred to as the "Assignee") of the other part.

WHEREAS, Assignor has adopted, used, is using, and owns the trademarks, service marks, trade names, stylizations and logos associated with the ZEEN brand, including United State Trademark Registration No. 3210591 (collectively, the "ZEEN Trademarks").

WHEREAS, Assignor has agreed to assign unto Assignee all right, title and interest in and to the ZEEN Trademarks, together with the good will associated with and symbolized by them, including, without limitation, those trademarks, service marks, trade names, stylizations, and logos listed in the accompanying Schedule A, attached hereto, as well as any and all trademarks, service marks, trade names, stylizations and logos adopted by, in use by, owned by, applied for by, or registered to assignor worldwide, in relation to its use of the ZEEN brand (collectively, the "Transferred Trademarks");

WHEREAS, the Assignor and Assignee desire to execute and record this Assignment, in order to effect and/or confirm the assignment of each of the Transferred Trademarks to Assignee.

NOW, THEREFORE, in consideration of the mutual covenants, agreements and understandings herein contained, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto agree as follows:

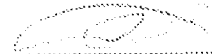
1. Assignor hereby assigns, transfers, conveys, and delivers to the Assignee and its successors and assigns, and the Assignee hereby purchases and accepts from Assignor, all of its right, title, and interest in, to, and under the Transferred Trademarks, including, without limitation, all common law trademarks for which no applications or registrations exist, all applications to register any of the Transferred Trademarks, and all registrations that have been or may be granted for any of the Transferred Trademarks, together with all common law rights associated with the applications and registrations, and all goodwill associated with the Transferred Trademarks and symbolized thereby, and that portion of the business which is ongoing and existing to which the trademarks pertain, together with the right to (a) sue and recover damages for future, present, and past infringements of the Transferred Trademarks, (b) seek equitable relief, (c) settle and retain proceeds from any such actions, (d) receive any current or future royalties based on any of the foregoing, and (e) fully and entirely stand in the place of the Assignor in all matters related to the Transferred Trademarks.

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2. Assignor agrees to execute and deliver such other documents and to take all such other actions which the Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens, and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

3. Assignor grants the attorney of record the power to insert on this Assignment (including in Schedule A) any further information identifying the Transferred Trademarks that may be necessary or desirable in order to comply with the rules of the relevant trademark office for recordation of this document. Without limiting the foregoing, the attorney of record is hereby granted the power to insert missing serial numbers, correct typographical errors and to add to Schedule A any Transferred Trademarks that currently are not expressly listed on Schedule A.

Duly Authorized Representative of ASSIGNOR

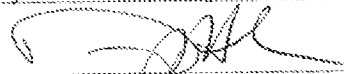


Elad Elrom
CEO
Effective Idea LLC
90 Washington Street
14L
New York, New York
10006

Date of Signature

March 6, 2012

Duly Authorized Representative of ASSIGNEE



[Name] Douglas Hicks
[Title] General Counsel
[Company] AVOS Systems, Inc.
[Address] ~~2725 R. Blvd. Apt. 214~~
PO Box 1791, San Mateo, CA 94401

Date of Signature

March 6, 2012

TRADEMARK ASSIGNMENT

SCHEDULE A – LIST OF TRADEMARKS BEING ASSIGNED

REGISTERED MARKS

Country	Trademark	Registration No.
United States	ZEEN	3210591