

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
Dogster, Inc.		04/18/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Say Media, Inc.		
Street Address:	180 Townsend Street		
Internal Address:	3rd Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3680418	DOGSTER	
Registration Number:	3658772	CATSTER	
Registration Number:	3089438	DOGSTER: FOR THE LOVE OF DOG	
Registration Number:	3092359	CATSTER: HERE KITTY KITTY	
Registration Number:	2923333	DOGSTER	
Registration Number:	3097444	CATSTER	
Registration Number:	3684259	TOGETHER TAG	
CORRESPONDENCE DATA			
Fax Number:	7029498376		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	702.949.8200		
Email:	TRADEMARKS-LASVEGAS@LRLAW.COM		
Correspondent Name:	Michael J. McCue		

Address Line 1: 3993 Howard Hughes Parkway
Address Line 2: Ste. 600
Address Line 4: Las Vegas, NEVADA 89169

ATTORNEY DOCKET NUMBER: 48663.DOGSTER

NAME OF SUBMITTER: Michael J. McCue

Signature: /Michael J. McCue/

Date: 05/15/2012

Total Attachments: 3
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of this 18th day of April, 2011, (the "Effective Date"), by and between **Dogster, Inc.**, a California corporation (the "Assignor"), and **SAY Media, Inc.**, a Delaware corporation (the "Assignee").

WHEREAS, pursuant to the Asset Purchase Agreement dated as of 18 April, 2011 between Assignor and Assignee (the "Asset Purchase Agreement"), Assignor agreed to assign or cause to be assigned to Assignee all of Assignor's right, title and interest in and to certain trademarks.

NOW, THEREFORE, for good and valuable consideration (including that recited in the Asset Purchase Agreement), it is hereby agreed by and between the parties as follows:

1. Assignor hereby grants, conveys and assigns to Assignee, by execution hereof, the Company Marks (as defined in the Asset Purchase Agreement) listed on Schedule A hereto (herein "Assigned Trademarks"), including any and all goodwill symbolized thereby.
2. Assignor further grants, conveys and assigns to Assignee all its right, title and interest in and to any and all proceeds, causes of action and rights of recovery for past and future infringement of any of the Assigned Trademarks.
3. Assignor represents and warrants that it has not executed, and will not execute, any agreement in conflict herewith.

This Assignment may be executed in counterparts, each of which will be deemed an original, but all of which together constitute one and the same original.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be duly executed and delivered as of the Effective Date.

SAY MEDIA, INC.

By: 

Name: MATT SANCHEZ

Title: CEO

DOGSTER, INC.

By: 

Name:

Title:

STEVEN ROWING
CEO

SCHEDULE A

Trademarks

'Dogster' US REG 3680418. Goods and Services. IC 045. US 100 101. G & S: Assisting in locating lost pets; providing pet identification tags; providing an interactive web site to assist persons in locating lost pets; maintaining a registry of pets to assist persons in locating lost pets; providing an on-line searchable database featuring disaster preparedness for pets. FIRST USE: 20090401. FIRST USE IN COMMERCE: 20090401

'Catster' US REG 3658772. Goods and Services. IC 045. US 100 101. G & S: Assisting in locating lost pets; providing pet identification tags; providing an interactive web site to assist persons in locating lost pets; maintaining a registry of pets to assist persons in locating lost pets; providing a web site featuring information and content on disaster preparedness for pets. FIRST USE: 20090401. FIRST USE IN COMMERCE: 20090401

Original Dogster tagline: "For the love of dog" US REG 3089438. Goods and Services. IC 044. US 100 101. G & S: Computer services, namely, providing information regarding pets in the nature of posting and sharing facts and photos about pets. FIRST USE: 20040112. FIRST USE IN COMMERCE: 20040112

Original Catster tagline: "Here Kitty Kitty" US REG 3092359. Goods and Services. IC 038. US 100 101 104. G & S: Providing on-line electronic bulletin boards for transmission of messages, facts and photos among computer users concerning pets. FIRST USE: 20040806. FIRST USE IN COMMERCE: 20040806

Original Dogster Logo US REG 2923333. Goods and Services. IC 041. US 100 101 107. G & S: Computer services, namely, providing information regarding pets in the nature of posting and sharing facts and photos about pets. FIRST USE: 20040112. FIRST USE IN COMMERCE: 20040112

Original Catster Logo US REG 3097444. Goods and Services. IC 038. US 100 101 104. G & S: Providing on-line electronic bulletin boards for transmission of messages, facts and photos among computer users concerning pets. FIRST USE: 20040806. FIRST USE IN COMMERCE: 20040806

Together Tag US REG 3684259. Goods and Services. IC 045. US 100 101. G & S: Assisting in locating lost pets; providing pet identification tags; providing an interactive web site to assist persons in locating lost pets; maintaining a registry of pets to assist persons in locating lost pets; providing an on-line searchable database featuring disaster preparedness for pets. FIRST USE: 20090401. FIRST USE IN COMMERCE: 20090401