

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/09/2011

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Searchandise Commerce, Inc.		06/21/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	RichRelevance, Inc.
Street Address:	275 Battery St., Suite 1150
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	85083331	SEARCHANDISE COMMERCE

CORRESPONDENCE DATA	
Fax Number:	9498519348
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	949-851-0633
Email:	OCIPdocketing@mwe.com
Correspondent Name:	Lynne M.J. Boisineau
Address Line 1:	4 Park Plaza, Suite 1700
Address Line 2:	McDermott Will & Emery LLP
Address Line 4:	Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	079953-0080
NAME OF SUBMITTER:	Lynne M.J. Boisineau

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Signature:	/lynne m.j. boisineau/
Date:	06/22/2012
Total Attachments: 1 source=SEARCHANDISE COMMERCE_nunc pro tunc assignment#page1.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

This Assignment is made by **Searchandise Commerce, Inc.**, a Delaware corporation with a place of business at 100 Cummings Center, Suite 339C, Beverly, MA 01915 (hereinafter called the "Assignor") to **RichRelevance, Inc.**, a corporation organized and existing under the laws of Delaware, with a place of business at 275 Battery St., Suite 1150, San Francisco, CA 94111 (hereinafter called "Assignee").

WHEREAS, Assignor was previously the owner of the mark **SEARCHANDISE COMMERCE** (U.S. Application No. 85/083,331) (the "Assigned Mark") which was filed with the United States Patent and Trademark Office on July 13, 2010, and which was first used in commerce on August 31, 2008, and all common law rights related to the mark and the goodwill of the business associated therewith (the "Assigned Mark");

WHEREAS, Assignor has previously assigned the Assigned Mark and goodwill of the business associated therewith, all common law rights related to the **SEARCHANDISE COMMERCE** mark, as well as the trademark application therefor, to Assignee; and

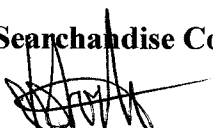
WHEREAS, Assignee has previously acquired all right, title and interest in and to the Assigned Mark and the goodwill of the business associated therewith, all common law rights related to the mark, as well as the trademark application therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor has and does hereby assign and transfer to said Assignee, *nunc pro tunc*, as a present acknowledgment of what has previously transpired, all right, title and interest in and to the Assigned Mark, together with the goodwill of the business symbolized by the Assigned Mark, the application therefor, any renewal rights therein, any revival or reinstatement rights therein, and the exclusive right to enforce the Assigned Mark in the sole name of Assignee, its successors, legal representatives and assigns, the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made, effective as of December 9, 2011.

IN WITNESS WHEREOF, Assignor has executed or caused this document to be executed by an authorized representative.

Searchandise Commerce, Inc.

By: _____


Laurence Stock
Chief Operating Officer

Date: _____

6/21/12

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