

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
Wildfire Interactive, Inc.		08/31/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Google Inc.		
Street Address:	1600 Amphitheatre Parkway		
City:	Mountain View		
State/Country:	CALIFORNIA		
Postal Code:	94043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85259858	PRO PERFORMANCE. PURE SIMPLICITY.	
Serial Number:	77983225	WILDFIRE	
Serial Number:	77979726	WILDFIRE	
Serial Number:	77926726	WILDFIRE	
Serial Number:	77921906	WILDFIRE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	tmdocketing@google.com		
Correspondent Name:	Google Inc.		
Address Line 1:	1600 Amphitheatre Parkway		
Address Line 4:	Mountain View, CALIFORNIA 94043		
NAME OF SUBMITTER:	Gavin Charlston		
Signature:	/GLC/		

CH \$140.00 85259858

Date:

09/05/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is effective as of the 8th day of August, 2012 by and between Wildfire Interactive, Inc., a Delaware corporation (hereinafter "Assignor"), having its place of business at 1600 Seaport Blvd., Suite #500, Redwood City, California, 94063, and Google Inc., a Delaware corporation ("Assignee"), having its place of business at 1600 Amphitheatre Parkway, Mountain View, California, 94043 USA.

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, 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.

Executed at Mountain View, California this 31st day of August, 2012.

Wildfire Interactive, Inc.

By: _____

Katherine Stephens

Printed Name

Assistant Secretary

Title

Google Inc.

By: _____

Gavin Charlston

Printed Name

Trademark Counsel

Title

SCHEDULE A

Trademark	Country	Status	App. Date	App. No.	Reg. Date	Reg. No.	Class
PRO PERFORMA NCE PURE SIMPLICITY	US	Registered	10-Mar-11	85259858	07-Aug-12	4187577	35, 41, 42
WILDFIRE	US	Registered	6-Feb-10	77983225	10-Jul-12	4169657	41, 42
WILDFIRE	US	Pending	6-Feb-10	77979726	n/a	n/a	9, 35, 37, 38, 41, 42, 45
WILDFIRE	US	Published	6-Feb-10	77926726	n/a	n/a	9
WILDFIRE	US	Registered	30-Jan-10	77921906	n/a	4030366	42
WILDFIRE	Canada	Pending	16-Mar-12	156919000	n/a	n/a	35
WILDFIRE	Canada	Pending	16-Mar-12	156919100	n/a	n/a	9
WILDFIRE	CTM	Registered	14-Jan-11	009278573	12-Jan-12	0092785 73	9, 35, 36, 38, 41, 42, 45
WILDFIRE	IR	Pending	5-Mar-12	009278573	n/a	n/a	9, 35, 42, 45