

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
GMSI Acquisition, LLC		09/01/2012	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA	
Name:	Lashback Holdings, LLC
Street Address:	555 Washington Avenue
Internal Address:	Suite 400
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63101
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 9		
Property Type	Number	Word Mark
Registration Number:	3149162	RESTORING TRUST IN EMAIL
Registration Number:	3147012	CERTIFIEDUNSUBSCRIBE
Registration Number:	3147013	CERTIFIEDUNSUBSCRIBE
Registration Number:	3231717	GOODMAILSYSTEMS
Registration Number:	3248669	GOODMAILSYSTEMS
Registration Number:	3807440	GOODMAIL SYSTEMS
Registration Number:	3731787	GOODMAIL
Registration Number:	3292127	
Registration Number:	3442647	

CORRESPONDENCE DATA

Fax Number:

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

OP \$240.00 3149162

Phone: 2135965620
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Correspondent Name: Andre Senasac
Address Line 1: 777 S. Figueroa Street, 37th Floor
Address Line 4: Los Angeles, CALIFORNIA 90017

ATTORNEY DOCKET NUMBER:	1794-1001
NAME OF SUBMITTER:	Andre Senasac
Signature:	/Andre Senasac/
Date:	09/19/2012

Total Attachments: 2
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**ASSIGNMENT OF TRADEMARKS
and TRADEMARK REGISTRATIONS**

WHEREAS GMSI Acquisition, LLC ("Registrant"), a Delaware limited liability company, is the owner of the United States trademark registrations listed below, (the "Marks"):

Mark	Reg. No.	Issue Date
RESTORING TRUST IN EMAIL	3,149,162	September 26, 2012
CERTIFIEDUNSUBSCRIBE	3,147,012	September 19, 2012
CERTIFIEDUNSUBSCRIBE	3,147,013	September 19, 2012
GOODMAILSYSTEMS	3,231,717	April 17, 2007
GOODMAILSYSTEMS	3,248,669	May 29, 2007
GOODMAIL SYSTEMS	3,807,440	June 22, 2010
GOODMAIL	3,731,787	December 29, 2009



3,292,127 September 11, 2007



3,442,647 June 3, 2008

And,

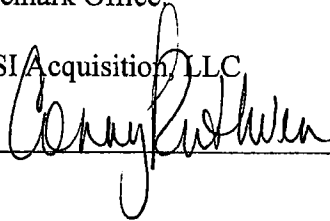
WHEREAS LashBack Holdings, LLC ("Assignee"), a Delaware limited liability company, has acquired that portion of the goodwill of the business of Registrant associated with the Marks, including the registrations, and is the successor in interest to that portion of business of the Registrant to which the marks pertain pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Registrant hereby assigns to Assignee all right, title, and interest in and to the Marks, together with the goodwill of that portion of the business to which the Marks apply, and the above Certificates of Registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

GMSI Acquisition, LLC

By: _____



Dated: September 1, 2012

Name: Conny Ruthven

Title: Vice President