

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
Mass Connections, Inc.		09/19/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Social Sampling Inc.		
Street Address:	11838 Western Ave		
City:	Stanton		
State/Country:	CALIFORNIA		
Postal Code:	90680		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85326199	SOCIAL SAMPLING	
Serial Number:	85326189	SHOPPER SOLUTIONS	
Serial Number:	85332943	COOKING-HITS!	
Registration Number:	3447916	CONSUMER CONNECTOR	
Registration Number:	3368950	IN STORE · ON LINE · IN LIFE	
Registration Number:	2922796	JOIN THE FIGHT HELP KIDS EAT RIGHT	
Registration Number:	3678284	STAY!NGCONNECTED.COM	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<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) 760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Brigette Chaput		
Address Line 1:	Knobbe, Martens, Olson & Bear, LLP		
Address Line 2:	2040 Main Street, 14th Floor		

OP \$190.00 85326199

Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER: SSAMP.000GEN

NAME OF SUBMITTER: Brigitte Chaput

Signature: /brigitte chaput/

Date: 09/19/2012

Total Attachments: 2
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TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 19 day of September, 2012, by and between and Mass Connections, Inc., a California corporation having a place of business at 13131 East 166th Street, Cerritos, California 90703 (hereinafter referred to as "ASSIGNOR"), and Social Sampling Inc., a California corporation having a place of business at 11838 Western Ave., Stanton, California 90680 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR filed the following trademark applications based on a bona fide intent to use the trademarks in interstate commerce (the "Applications"):

<u>Trademarks</u>	<u>Country</u>	<u>Serial No.</u>	<u>Filing Date</u>
SOCIAL SAMPLING	United States of America	85/326,199	May 20, 2011
SHOPPER SOLUTIONS	United States of America	85/326,189	May 20, 2011
COOKING-HITS!	United States of America	85/332,943	May 27, 2011

WHEREAS, ASSIGNOR uses and has filed an allegation of use of the SOCIAL SAMPLING Trademark under Section 1(c) or 1(d) of the Trademark Act;

WHEREAS, ASSIGNOR has not yet filed an allegation of use of either the SHOPPER SOLUTIONS or the COOKING-HITS! Trademarks under Section 1(c) or 1(d) of the Trademark Act;

WHEREAS, ASSIGNOR owns and uses the following trademarks, which are registered in the United States Patent and Trademark Office (the "Registrations")

<u>Trademarks</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
CONSUMER CONNECTOR	United States of America	3447916	June 17, 2008
IN STORE · ON LINE · IN LIFE	United States of America	3368950	January 15, 2008



JOIN THE FIGHT HELP KIDS
EAT RIGHT & Design

United States of America	2922796	February 1, 2005
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United States of America	3678284	September 8, 2009
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WHEREAS, ASSIGNEE desires to acquire the Trademarks, Applications, and Registrations, along with the transfer of all of the portions of ASSIGNOR's business and goodwill to which the Trademarks pertain, such business being ongoing and existing (the "Business");

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE the Trademarks, Applications, and Registrations along with the Business and the associated goodwill; and

WHEREAS, both ASSIGNOR and ASSIGNEE desire to record with the U.S. Patent and Trademark Office the transfer of the Applications and Registrations from ASSIGNOR to ASSIGNEE.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE the Trademarks, Applications, and Registrations, including all goodwill that ASSIGNOR has developed in the Trademarks, along with the entire business and goodwill to which the Trademarks pertain as required by Section 10 of the Trademark Act, 15 U.S.C. §1060.

MASS CONNECTIONS, INC.,
a California corporation

By: 

Printed Name: Caroline Nakken

Title: President, CEO

Date: 9/19/12

SOCIAL SAMPLING INC.,
a California corporation

By: 

Printed Name: Parker Nakken

Title: CFO

Date: 9/19/12

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