

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
	Bitly, Inc.		09/20/2012
CORPORATION: DELAWARE			
RECEIVING PARTY DATA			
Name:	News.me, Inc.		
Street Address:	416 West 13th Street, Suite 203		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85230122	NEWS.ME
CORRESPONDENCE DATA			
Fax Number:	3172317433		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3172361313		
Email:	dwong@btlaw.com		
Correspondent Name:	David A.W. Wong, Barnes & Thornburg LLP		
Address Line 1:	11 South Meridian Street		
Address Line 4:	Indianapolis, INDIANA 46204-3535		
ATTORNEY DOCKET NUMBER:	57121-215194		
NAME OF SUBMITTER:	David A.W. Wong		
Signature:	/dwong/		
Date:	09/20/2012		
Total Attachments: 2 source=NEWS.ASSIGNMENT#page1.tif source=NEWS.ASSIGNMENT#page2.tif			

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **Bitly, Inc.**, a Delaware Corporation, ("Assignor"), hereby assigns sets over, and transfers, *nunc pro tunc*, effective as of September 2, 2011 to **News.me, Inc.**, a Delaware Corporation ("Assignee"), all of its rights, title, and interest in and to the trademark and applications for registration thereof identified in Exhibit A attached hereto (the "Trademark"), together with the goodwill of the business symbolized thereby, together with all claims for damages by reason of past infringement of the Trademark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title and interest in and to the Trademark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Bitly, Inc:



Title:

Sec'y

Date:

9/20/12