

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
Black Drumm, Inc.		09/21/2012	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
Name:	Tagged, Inc.		
Street Address:	840 Battery Street, 2nd Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
Property Type	Number	Word Mark	
Registration Number:	3667782	INVITEME.TO	
Registration Number:	3713226	BLACK DRUMM	
Registration Number:	3713227	ONE BUTTON. INVITE EVERYONE.	
Serial Number:	85275000	URBANTAG	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	6508384350		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	650-838-4300		
Email:	ewelply@perkinscoie.com		
Correspondent Name:	PERKINS COIE LLP		
Address Line 1:	P.O. BOX 1208		
Address Line 4:	SEATTLE, WASHINGTON 98111-1208		
ATTORNEY DOCKET NUMBER:	58520-4000		
NAME OF SUBMITTER:	Brian R. Coleman		

CH \$115.00 3667782

Signature:	/Brian R. Coleman/
Date:	09/26/2012
Total Attachments: 4 source=585204000TrademarkAssignment#page1.tif source=585204000TrademarkAssignment#page2.tif source=585204000TrademarkAssignment#page3.tif source=585204000TrademarkAssignment#page4.tif	

## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights is being executed and delivered in connection with that certain Asset Purchase Agreement (the "*Asset Purchase Agreement*") dated as of September 21, 2012, by and between Tagged, Inc., a Delaware corporation, Black Drumm, Inc., a Delaware corporation and Andrew Hoag.

WHEREAS, pursuant to the Asset Purchase Agreement, Tagged, Inc. is purchasing substantially all of the assets of Black Drumm, Inc. from Black Drumm, Inc.

WHEREAS, Black Drumm, Inc. ("*Assignor*") has common law rights in the mark(s) that are the subject of this assignment and as shown in the attached Exhibit (the "*Marks*");

WHEREAS Assignor is the owner of the trademark/service mark registrations and applications set forth in Exhibit 1 and incorporated herein by reference; and

WHEREAS, Tagged, Inc. ("*Assignee*") is desirous of acquiring said common law rights, registrations, applications and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the marks, registrations, and applications set forth in Exhibit 1 and the goodwill appurtenant thereto.

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

[Signature Page Follows]



**Acceptance of Assignment**

Tagged, Inc., the Assignee above, does hereby accept the assignment of the trademarks and all of the rights, title and interests therein as described above.

Signed this 21<sup>st</sup> day of September, 2012.

**ASSIGNEE:**

**TAGGED, INC.**

By: *Greg Tseng*  
Name: Greg Tseng  
Title: Chief Executive Officer

STATE OF CALIFORNIA )  
COUNTY OF SAN FRANCISCO ) ss.

On the 21 day of September, 2012, before me personally appeared Greg Tseng, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the Chief Executive Officer of Tagged, Inc., the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.



*John Minjiras*  
NOTARY PUBLIC in and for the State of  
CALIFORNIA, residing at SAN FRANCISCO (177 SPANISH BLVD.)  
My Appointment Expires: 03/05/2015

**EXHIBIT 1**

**TRADEMARK REGISTRATIONS**

<b>Trademark</b>	<b>Registration No.</b>	<b>Registration Date</b>
INVITEME.TO	3667782	August 11, 2009
BLACK DRUMM	3713226	November 17, 2009
ONE BUTTON. INVITE EVERYONE.	3713227	November 17, 2009

**TRADEMARK PENDING "USE" APPLICATIONS**

<b>Trademark</b>	<b>Serial No.</b>	<b>Filing Date</b>
URBANTAG	85/275000	March 23, 2011