

10/01/2012

Form PTO-1594 (Rev. 12-11)  
OMB Collection 0651-0027 (exp. 04/30/20)



U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

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# TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

### 1. Name of conveying party(ies):

CloudCrowd Holdings, Inc.

- Individual(s)
- Partnership
- Corporation- State: Delaware
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

### 3. Nature of conveyance/Execution Date(s) :

Execution Date(s) September 21, 2012

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

### 2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Servio, Inc.

Street Address: 625 Second Street, Suite 250

City: San Francisco

State: CA

Country: United States Zip: 94107

- Individual(s) Citizenship \_\_\_\_\_
- Association Citizenship \_\_\_\_\_
- Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship Delaware
- Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

### 4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text  
77923620

B. Trademark Registration No.(s)  
3976441

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
CLOUDCROWD

### 5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Tomas M. Flores

Internal Address: \_\_\_\_\_

Street Address: 625 Second Street, Suite 250

City: San Francisco

State: CA Zip: 94107

Phone Number: (415) 512-1590

Docket Number: \_\_\_\_\_

Email Address: tom@serv.io

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

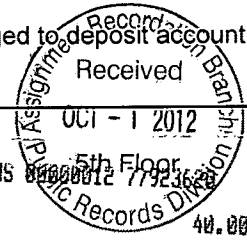
- Authorized to be charged to deposit account
- Enclosed

### 8. Payment Information:

10/02/2012 AHULLINS 0000012 77923620  
01 FC:8521

Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_



9. Signature: \_\_\_\_\_

September 21, 2012

Signature

Date

Alex Edelstein, CEO

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:  

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 004880 FRAME: 0753

10-1-12

SUPPORTING DOCUMENTATION FOR TRADEMARK  
CHANGE OF NAME DOCUMENTS IS

NO LONGER REQUIRED

UNDER THE

TRADEMARK LAW TREATY ACT

EFFECTIVE

OCTOBER 30, 1999