

## 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
TasteBook, Inc.		11/15/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Random House, Inc.		
Street Address:	1745 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3492566	TASTEBOOK	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	marisa.terrenzi@hklaw.com		
Correspondent Name:	Marisa Terrenzi		
Address Line 1:	1600 Tysons Blvd. Suite 700		
Address Line 2:	Holland & Knight LLP		
Address Line 4:	Tysons Corner, VIRGINIA 22102		
NAME OF SUBMITTER:	Kelli A. Miles, Paralegal		
Signature:	/Kelli A. Miles, Paralegal/		
Date:	01/10/2013		
Total Attachments: 6			

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## TRADEMARK ASSIGNMENT

THIS AGREEMENT is dated as of November 15, 2012.

WHEREAS, TasteBook, Inc., a California corporation (the "Assignor"), having a principal place of business at 2080 Second Street, Berkeley, California 94710, has adopted, acquired, used and is using in a continuous manner in its business the trademarks "TASTEBOOK" and "TasteBook Edition" (the "Trademarks"); and

WHEREAS, Random House, Inc., a New York corporation, ("Assignee"), having its principal place of business at 1745 Broadway, New York, New York 10019, is desirous of acquiring and Assignor is desirous of selling and assigning, among other assets, all right, title and interest in and to said Trademarks, together with the goodwill appurtenant to the Trademarks, pursuant to an Asset Purchase Agreement by and between Assignor and Assignee dated as of November 15, 2012 (the "Asset Purchase Agreement").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, its successors and assigns, free and clear of any mortgage, lien, charge, security interest, restriction, or other legal or equitable encumbrance (other than the blanket security interest in favor of Assignee in connection with loans made to Assignor by Assignee pursuant to the Note and Warrant Purchase Agreement dated May 19, 2009, as amended, which loans shall be repaid by Assignor at Closing under the Asset Purchase Agreement), all of its right, title and interest, whether statutory or at common law, in and to the Trademarks, and in and to the U.S. Registration No. 3,492,566, registration date August 26, 2008, and any other registrations and applications for these Trademarks, together with all the goodwill of the business of Assignor connected with the use of, as well as symbolized by, the Trademarks in the United States and all countries throughout the world, and together with the right to sue and collect damages and/or profits for past infringements of the Trademarks, the intent hereof being to substitute Assignee in the place of Assignor.

Assignor further authorizes the Commissioner of Patents and Trademarks of the United States and/or any other office whose duty it is to record trademark registrations, assignments, applications and title thereto, to record the transfer/assignment of the Trademarks and title thereto to Assignee as the property of Assignee, its successors, legal representatives and assigns, if applicable, in accordance with the terms of this Agreement.

Assignor further agrees to execute such further documents as may be reasonably required to record Assignee as the owner of the Trademarks and registrations and applications herein assigned.


This Agreement may be executed in several counterparts, each of which shall be deemed an original, but all of which together will constitute one and the same instrument. Counterparts

of this Agreement (or applicable signature pages hereof) that are manually signed and delivered by facsimile transmission shall be deemed to constitute signed original counterparts hereof and shall bind the parties signing and delivering in such manner.

[Signature page follows.]

IN WITNESS WHEREOF, each party has caused this instrument to be signed by a duly authorized representative as of the date first written above.

TASTEBOOK, INC.

By:  \_\_\_\_\_

Name: Kamran Mohsenin

Title: CEO

RANDOM HOUSE, INC.

By: \_\_\_\_\_

Name:

Title:

*[Signature Page to Trademark Assignment Agreement]*

IN WITNESS WHEREOF, each party has caused this instrument to be signed by a duly authorized representative as of the date first written above.


TASTEBOOK, INC.

By: \_\_\_\_\_

Name:

Title:

RANDOM HOUSE, INC.

By: 

Name: AMANDA CLUSE

Title: SVP

*[Signature Page to Trademark Assignment Agreement]*



