

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
WP Company, LLC		01/23/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Social Code, LLC		
Street Address:	395 Hudson Street		
Internal Address:	4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85582579	SOCIALSEGMENTS	
Registration Number:	4000821	SOCIAL CODE	
CORRESPONDENCE DATA			
Fax Number:	2123084844		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2024787378		
Email:	trademark@edwardswildman.com		
Correspondent Name:	Mitchell H. Stabbe		
Address Line 1:	Edwards Wildman Palmer LLP		
Address Line 2:	F.D.R. Station, P.O. Box 130		
Address Line 4:	New York, NEW YORK 10150		
NAME OF SUBMITTER:	Mitchell H. Stabbe		
Signature:	/Mitchell H. Stabbe/		
Date:	02/22/2013		
Total Attachments: 1 source=Social Code Assignment#page1.tif			

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ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT is entered into with an effective date of December 21, 2012, by and between WP Company, LLC, a Delaware Limited Liability Company, with its principal place of business at 1150 15th Street N.W. Washington D.C. 20071 ("Assignor"), and Social Code, LLC, a Delaware limited liability company, with a principal place of business at 395 Hudson Street, 4th Floor, New York, NY 10014 ("Assignee").

WHEREAS, Assignor is the owner of the following service marks (the "Marks"), used in connection with the business and operations of a related company, Social Code LLC, and which are registered or the subject of a pending application for registration with the United States Trademark Office:

Mark	Services	Reg .No. (Serial No.)
SOCIAL CODE	Advertising agency services, namely, creating advertisements and managing advertising campaigns for brand advertisers on social networking websites	4,000,821
SocialSegments	Business consulting services for marketing and advertising purposes based on analyses of consumer interests, attitudes, values, behaviors, beliefs and sentiments to define psychographic clusters	(85/582,579)

WHEREAS, Assignee desires to acquire the Marks, any applications or registrations therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks, including the goodwill of the business symbolized by the Marks.

FURTHER, Assignor agrees to execute and deliver at a future date any and all further acts, conveyances, transfers, assignments, instruments and assurances, without compensation, as Assignee reasonably determines are required to perfect Assignee's ownership of or title to the Marks and the registration therefor or to evidence the full and effective implementation and consummation of the assignment of the Marks and any registrations therefor.

WP COMPANY LLC

By: Eric N. Lieberman  
Eric N. Lieberman, Attorney-In-Fact

January 23 2013