

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
Weedmaps Media, Inc.		03/19/2013	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Bonfire L.L.C.		
Street Address:	1300 Dove Street, Suite 100		
City:	Newport Beach		
State/Country:	CALIFORNIA		
Postal Code:	92660		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3604917	BONFIRE	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	9497600404		
Email:	efiling@knobbe.com		
Correspondent Name:	KNOBBE MARTENS OLSON & BEAR LLP		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	WEED.002T		
NAME OF SUBMITTER:	Brigette B. Chaput		
Signature:	//Brigette B. Chaput//		
Date:	03/20/2013		
Total Attachments: 1 source=Executed BonfireTrademark Assignment - WEED 002T#page1.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is effective March 19, 2013, by and between Weedmaps Media, Inc., a Nevada corporation having a place of business at 1300 Dove Street, Suite 100, Newport Beach, California 92660 ("ASSIGNOR") and Bonfire L.L.C., a Nevada limited liability having a place of business at 1300 Dove Street, Suite 100, Newport Beach, California 92660 company ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is the owner of the trademark BONFIRE, and all other rights appurtenant thereto, including, but not limited to, all common law rights, causes of action, and the right to recover for past infringement (collectively, the "Trademark");

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by the Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR owns U.S. Trademark Registration No. 3,604,917 for the Trademark (the "Registration") for services in Classes 35 and 41;

WHEREAS, ASSIGNEE desires to acquire all rights, title, and interest in and to the Trademark and the Registration worldwide, along with the transfer of all of the portions of ASSIGNOR's business and goodwill to which the Trademark pertains, such business being ongoing and existing (the "Business");

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and the Registration worldwide, along with the Business and the associated goodwill; and

WHEREAS, both ASSIGNOR and ASSIGNEE desire to record with the U.S. Patent and Trademark Office the transfer of the Registration from ASSIGNOR to ASSIGNEE.

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Registration, including all goodwill that ASSIGNOR has developed in the Trademark, along with the entire business and goodwill to which the Trademark pertains.

WEEDMAPS MEDIA, INC.,  
a Nevada corporation

By: [Signature]

Name: DOUG FRANCIS

Title: COO

Dated: 3-19-13

BONFIRE L.L.C.,  
a Nevada limited liability company

By: [Signature]

Name: GERALD LORFER

Title: CEO

Dated: 3-19-13

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