

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
AJR Media Group LLC		04/09/2013	LIMITED LIABILITY COMPANY: TEXAS
RECEIVING PARTY DATA			
Name:	Jackrabbit Systems, Inc.		
Street Address:	466 West San Francisco Street		
City:	Santa Fe		
State/Country:	NEW MEXICO		
Postal Code:	87501		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3619052	BOOK DIRECT	
CORRESPONDENCE DATA			
Fax Number:	2127758800		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-775-8700		
Email:	NYTrademarks@kilpatricktownsend.com		
Correspondent Name:	Jason M. Vogel		
Address Line 1:	1114 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	95624-872497		
NAME OF SUBMITTER:	Jason M. Vogel		
Signature:	/Jason M. Vogel/		

Date:

04/10/2013

Total Attachments: 2

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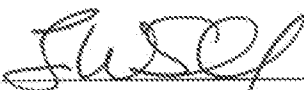
TRADEMARK ASSIGNMENT

WHEREAS, AJR Media Group LLC, a limited liability company organized and existing under the laws of the state of Texas, located at 25132 Oakhurst Drive, Suite 201, Spring, Texas, 77386 ("**Assignor**"), is the owner of the trademark registration listed in the attached Schedule A (hereinafter, the "Trademark"); and

WHEREAS, Jackrabbit Systems, Inc., a corporation organized and existing under the laws of the state of Delaware, located at 466 West San Francisco Street, Santa Fe, New Mexico, 87501 ("**Assignee**"), is desirous of acquiring the Trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

AJR MEDIA GROUP LLC


By: _____

Name: Larry W. Schweinsburg

Title: President

Date of Signature: April 9, 2013

SCHEDULE A

<u>U.S. TRADEMARK</u>	<u>REGISTRATION NO.</u>
(BOOKDIRECT Logo) 	3,619,052