

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
Ryan Ringholz		04/30/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Plae, Inc.		
Street Address:	130 Bush Street		
Internal Address:	5th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85647872	PLAE	
Serial Number:	85647876		
CORRESPONDENCE DATA			
Fax Number:	6175265000		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	617-526-6448		
Email:	huelinh.tran@wilmerhale.com		
Correspondent Name:	Michael J. Bevilacqua, Esq.		
Address Line 1:	Wilmer Cutler Pickering Hale and DorrLLP		
Address Line 2:	60 State Street		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	2207.916.123		
NAME OF SUBMITTER:	Michael J. Bevilacqua		

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**TRADEMARK
 REEL: 005018 FRAME: 0802**

Signature:	/michael j. bevilacqua/
Date:	05/01/2013
Total Attachments: 2 source=trademark assignment ringholz to plaef#page1.tif source=trademark assignment ringholz to plaef#page2.tif	


ASSIGNMENT OF TRADEMARKS IN UNITED STATES

Ryan Ringholz, a United States citizen, having a place of business at 2 Cederwood Lane, Mill Valley, California 94941, is the owner of the trademark applications identified on Schedule A, including the goodwill of the business connected with the use of, and symbolized by, said marks.

For good and valuable consideration, the receipt of which is hereby acknowledged, Ryan Ringholz has transferred its business to which the trademarks identified on Schedule A relates, to Plae, Inc., a Delaware corporation, having a place of business at 130 Bush Street, 5th Floor, San Francisco, California 94104, and assigns herewith the entire right, title and interest in and to the trademark applications identified on Schedule A and the trademarks which are the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks and the right to recover for past infringement.

Ryan Ringholz further agrees, for himself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Plae, Inc., to effectuate this assignment.

Witness my hand and seal this 30 day of APRIL, 2013.



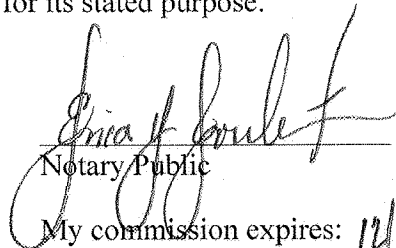
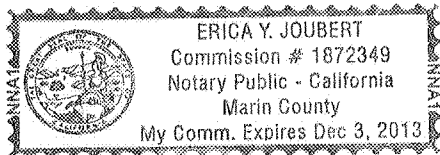
Ryan Ringholz
Owner

STATE OF CALIFORNIA

County of MARIN)

On this 30TH day of APRIL, 2013, before me, the undersigned notary public, personally appeared RYAN RINGHOLZ, proved to me through satisfactory evidence of identification, which was CALIFORNIA DRIVER LICENSE, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.


[affix seal]



Notary Public

My commission expires: 12/03/2013

**Schedule A
Assignment of Trademarks**

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
PLAE	85/647872	06/10/2012
MISCELLANEOUS DESIGN 	85/647876	06/10/2012