

## 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
Socialize, Inc.		03/18/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	SHARETHIS, INC.		
Street Address:	4009 Miranda Avenue		
Internal Address:	Suite 200		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94304		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4311662	SMARTALERTS	
Registration Number:	4243023	INTEREST SHIELD	
Registration Number:	4124151	BLUAVA	
Registration Number:	4117712	APPDROP	
CORRESPONDENCE DATA			
Fax Number:	9175229615		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-808-6502		
Email:	bill@wrsamuelslaw.com		
Correspondent Name:	William Samuels		
Address Line 1:	230 Park Avenue		
Address Line 2:	Suite 1000		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	GIP05		

OP \$115.00 4311662

NAME OF SUBMITTER:	William R. Samuels
Signature:	/William R. Samuels/
Date:	06/06/2013
Total Attachments: 2 source=Trademark Assignment 3 18 13#page1.tif source=Trademark Assignment 3 18 13#page2.tif	

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Socialize, Inc., a Delaware Corporation located at 153 Townsend St, Suite 9057, San Francisco, CA 94107 ("Assignor"), has adopted, owns and is using the Marks "SMARTALERTS"; "INTEREST SHIELD"; "BLUAVA"; and "APPDROP" ("the Marks") in connection with various goods and/or services;

WHEREAS, Assignor owns the following United States federal Registrations for the Marks on the Principal Register of the United States Patent and Trademark Office for the goods and/or services identified therein:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
<u>SMARTALERTS</u>	<u>4311662</u>	<u>April 2, 2013</u>
<u>INTEREST SHIELD</u>	<u>4243023</u>	<u>November 13, 2012</u>
<u>BLUAVA</u>	<u>4124151</u>	<u>April 10, 2012</u>
<u>APPDROP</u>	<u>4117712</u>	<u>Mar. 27, 2012</u>

; and

WHEREAS, ShareThis, Inc., a Delaware Corporation, located at 4009 Miranda Avenue, Suite 200, Palo Alto, CA 94304 ("Assignee"), desires to acquire the Marks and the above-referenced Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

Socialize, Inc.

By: Matthew S. Gallabai  
Name: Matthew S. Gallabai  
Title: CFO

Dated effective as of: March 18, 2013

SUBSCRIBED and SWORN to before me this \_\_\_\_\_ of \_\_\_\_\_,

\_\_\_\_\_

\_\_\_\_\_ Notary Public My Commission Expires: \_\_\_\_\_

*SEE ATTACHED SHEET*

JURAT

State of : California

County of: Santa Clara

Subscribed and sworn to (or-affirmed) before me on

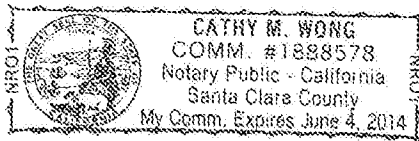
on this 5<sup>th</sup> day of June, 2013, by  
Date Month Year

(1) MATTHEW S. GALLATI  
Name of Signer (s)

(2) N/A  
Name of Signer (s)

Proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

WITNESS my hand and official seal



Place Notary Seal Above

Cathy M. Wong  
Signature of Notary Public

This Certificate is attached to:

Title or type of document: TRADEMARK ASSIGNMENT AGREEMENT

Number of pages: 1

Date of document: \_\_\_\_\_

Signer(s) other than named above: NONE

Notary Phone Number: 650-290-3550 or 408-355-3700