

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hatch Labs, Inc.		06/10/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Shoptouch, Inc.		
Street Address:	156 2nd Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85469318	BLUSH	
CORRESPONDENCE DATA			
Fax Number:	2124255288		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-425-7200		
Email:	tmdocketny@kenyon.com		
Correspondent Name:	Jonathan D. Reichman		
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Address Line 4:	New York, NEW YORK 10004		
ATTORNEY DOCKET NUMBER:	15227-7		
NAME OF SUBMITTER:	Jonathan D. Reichman		
Signature:	/JDR/		
Date:	06/10/2013		
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OP \$40.00 85469318

## TRADEMARK ASSIGNMENT

**WHEREAS**, Hatch Labs, Inc., a corporation organized under the laws of the state of Delaware, (hereinafter “Assignor”), is the owner of all right, title and interest in and to the U.S. trademark application no. 85/469318 (the “Trademark”); and


**WHEREAS**, Shoptouch, Inc., a corporation organized under the laws of the state of Delaware, having an address at 156 2<sup>nd</sup> Street, San Francisco, CA 94105 (hereinafter “Assignee”), wishes to acquire from Assignor all of Assignor’s rights in and to such Trademark;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all of Assignor’s rights, title and interest in and to the Trademark, together with the goodwill of the business appurtenant to and symbolized by the Trademark, and including, without limitation, all common law and foreign rights, if any, in and to the Trademark, and the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademark, to be held and enjoyed by Assignee, its successors and assigns, to the same extent that such would have been held and enjoyed by Assignor had such assignment not been made.

Assignor is assigning that portion of the business to the which the trademark pertains, as required by Section 10 of the Trademark (15 U.S.C. Section 1060).

**HATCH LABS, INC.**

Date: 6/10/13

  
Name: Matt Stitzer  
Title: Vice President and  
General Counsel