

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Robert Bernstein</td> <td></td> <td>10/09/2013</td> <td>INDIVIDUAL: UNITED STATES</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Robert Bernstein		10/09/2013	INDIVIDUAL: UNITED STATES
Name	Formerly	Execution Date	Entity Type								
Robert Bernstein		10/09/2013	INDIVIDUAL: UNITED STATES								
RECEIVING PARTY DATA											
Name:	Underground Elephant, Inc.										
Street Address:	600 B Street, Suite 1300										
City:	San Diego										
State/Country:	CALIFORNIA										
Postal Code:	92101										
Entity Type:	CORPORATION: CALIFORNIA										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Serial Number:</td> <td>85035128</td> <td>ZIPQUOTE</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Serial Number:	85035128	ZIPQUOTE		
Property Type	Number	Word Mark									
Serial Number:	85035128	ZIPQUOTE									
CORRESPONDENCE DATA											
Fax Number:	6196152082										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	6193799166										
Email:	nblakely@leventhallaw.com										
Correspondent Name:	Nicole Blakely										
Address Line 1:	600 West Broadway										
Address Line 4:	San Diego, CALIFORNIA 92101										
NAME OF SUBMITTER:	Nicole Blakely										
Signature:	/Nicole Blakely/										
Date:	10/09/2013										
Total Attachments: 4 source=ZipQuote Trademark Assignment - Fully Executed#page1.tif source=ZipQuote Trademark Assignment - Fully Executed#page2.tif source=ZipQuote Trademark Assignment - Fully Executed#page3.tif source=ZipQuote Trademark Assignment - Fully Executed#page4.tif											

OP \$40.00 85035128

## ZipQuote Trademark Assignment

1. Robert Bernstein, an Individual ("Assignor"), record owner of the trademarks and service marks (collectively "Marks") listed in Exhibit 1 attached to this Assignment and the corresponding U.S. mark registration(s) and application(s) to register listed therein, confirms that he has assigned to Underground Elephant, Inc., a California corporation with an office at 600 B Street, Suite 1300 San Diego, CA 92101 ("Assignee"), and does hereby assign, grant and convey to Assignee all of Assignor's right, title and interest in and to the said Marks on Exhibit 1, and the goodwill of the business symbolized by the Marks.

2. Assignor represents and warrants to Assignee that Assignor is the owner of all rights in and to the Marks set forth in Exhibit 1 attached hereto and made a part hereof. Assignor further represents and warrants that each of the Marks is a valid and subsisting mark.

3. By this assignment, Assignor renounces and waives any and all rights it may have to limit the use, modification, licensing or sale of the subject matter of the Marks by Assignee or its licensees, successors, or assignees, or to receive any compensation whatsoever by reason of any use, modification, licensing or sale of the subject matter of the Marks by Assignee, its licensees, successors or assignees.

4. The Assignor further agrees that, on request and without further consideration (but at the expense of the Assignee), the Assignor will communicate to the Assignee, or its representatives, all facts known to it respecting the Marks, testify in any legal proceedings, sign all lawful papers, execute all applications, make all rightful oaths, and generally do everything possible to aid the Assignee, its successors, assigns and nominees, to obtain and enforce proper protection for the Marks in the United States and all countries foreign thereto, and to vest the entire right, title and interest in and to the Marks and all associated goodwill and registrations in the Assignee.


5. Assignor represents and warrants that he has no knowledge of any infringement or alleged infringement by others of the Marks, other than the disclosed application made for the same mark by ZipRealty, Inc. Assignor is not a party to any license, agreement, or arrangement, whether as licensor, licensee, franchisor, franchisee, or otherwise, with respect to any of the Marks. Assignor has the right to sell or assign to the Assignee all owned Marks and other rights set forth in this Assignment.

*SIGNATURE PAGE TO FOLLOW*

*ZipQuote Trademark Assignment Signature Page*

In witness whereof, the parties have executed this Assignment which is effective as of the 27<sup>th</sup> day of September 2013.

“Assignor”

  
Robert Bernstein, an Individual

State of California  
County of San Diego

On October 09, 2013 before me, Lenette Mendiola, Notary Public  
(insert name and title of the officer)

personally appeared Robert Bernstein  
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is/are~~  
subscribed to the within instrument and acknowledged to me that ~~he/she/they~~ executed the same in  
~~his/her/their~~ authorized capacity(ies), and that by ~~his/her/their~~ signature(s) on the instrument the  
person(s); or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.  
Signature Lenette Mendiola

(Seal)



Accepted,

UNDERGROUND ELEPHANT, INC.

“Assignee”

By:   
Jason Kulpa, CEO

Dated: 10-4-13

ZIPQUOTE ASSIGNMENT

EXHIBIT 1 (See Attached)

# United States of America

United States Patent and Trademark Office

## ZIPQUOTE

Reg. No. 3,897,157

Registered Dec. 28, 2010

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

BERNSTEIN, ROBERT (UNITED STATES INDIVIDUAL)  
1482 MISTY SEA WAY  
SAN MARCOS, CA 92078

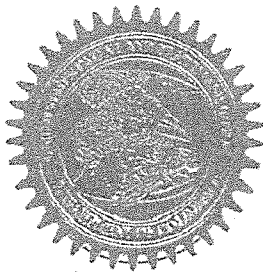
FOR: INSURANCE LEAD COLLECTION AND MATCHING SERVICES, NAMELY, MATCHING CONSUMER REQUESTS FOR INSURANCE POLICY QUOTES COLLECTED OVER THE INTERNET TO PRE-QUALIFIED INSURANCE BROKERS, AGENTS AND AGENCIES INTERESTED IN THOSE REQUESTS; PROMOTION OF FINANCIAL AND INSURANCE SERVICES, ON BEHALF OF THIRD PARTIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-8-2010; IN COMMERCE 4-8-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-035,128, FILED 5-11-2010.

ELLEN B. AWRICH, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office