

## 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
Movieclips, Inc.		10/04/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Zefr, Inc.		
Street Address:	1621 Abbot Kinney Blvd.		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4377438	ZEFR	
CORRESPONDENCE DATA			
Fax Number:	8015311929		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	801-994-4646		
Email:	heather@kunzlerlaw.com		
Correspondent Name:	Scott D. Thorpe		
Address Line 1:	8 East Broadway, Suite 600		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	7011.3.1		
NAME OF SUBMITTER:	Scott D. Thorpe		
Signature:	/Scott D. Thorpe/		
Date:	10/11/2013		
Total Attachments: 1 source=7011.3.1_Assignment#page1.tif			

OP \$40.00 4377438

ASSIGNMENT

OF

ZEFR TRADEMARK


Whereas, Zefr, Inc., a Corporation of Delaware, having a place of business at 1621 Abbot Kinney Blvd. Venice, California 90291, desires to acquire the entire right, title and interest in the trademark filed by Movieclips, Inc. on April 19, 2012, registration number 4,377,438 and to all goodwill associated with the mark;

Now therefore, for a valuable consideration, receipt whereof is hereby acknowledged, I, hereby sell, assign, and transfer to Zefr, Inc., its successors and assigns, the entire right, title and interest in the ZEFR trademark and all trademark rights associated with the mark.

Signed and sealed

CITY  
DATE

(1) at LOS ANGELES, CA  
on OCTOBER 4<sup>th</sup>, 2013

  
Rich Raddon, Co-Founder  
Movieclips, Inc.