



**UCC FINANCING STATEMENT**

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

**A. NAME & PHONE OF CONTACT AT FILER [optional]**  
MICHELL T DO  
(949) 760-0404

**B. SEND ACKNOWLEDGMENT TO: (Name and Address)**  
Knobbe, Martens, Olson & Bear, LLP  
2040 Main Street, 14th Floor  
Irvine, CA 92614  
USA

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**1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names**

|  |   |   |  |  |                      |                |
|--|---|---|--|--|----------------------|----------------|
| OR   | 1a. ORGANIZATION'S NAME<br>Artful Deductions, LLC |   |  |  |                      |                |
|  | 1b. INDIVIDUAL'S LAST NAME                        |   | FIRST NAME                             | MIDDLE NAME  | SUFFIX               |                |
| 1c. MAILING ADDRESS<br>1980 Washington St., Unit 206 |   | CITY<br>San Francisco                                 |  | STATE<br>CA  | POSTAL CODE<br>94109 | COUNTRY<br>USA |
| 1d. SEE INSTRUCTIONS                                 | ADD'L DEBTOR INFO                                 | 1e. TYPE OF ORGANIZATION<br>Limited Liability Company | 1f. JURISDICTION OF ORGANIZATION<br>CA | 1g. ORGANIZATIONAL ID#, if any<br><input checked="" type="checkbox"/> NONE |                      |                |

**2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names**

|                      |                            |                          |                                  |   |             |         |
|----------------------|----------------------------|--------------------------|----------------------------------|---|-------------|---------|
| OR                   | 2a. ORGANIZATION'S NAME    |                          |                                  |   |             |         |
|                      | 2b. INDIVIDUAL'S LAST NAME |                          | FIRST NAME                       | MIDDLE NAME   | SUFFIX      |         |
| 2c. MAILING ADDRESS  |                            | CITY                     |                                  | STATE   | POSTAL CODE | COUNTRY |
| 2d. SEE INSTRUCTIONS | ADD'L DEBTOR INFO          | 2e. TYPE OF ORGANIZATION | 2f. JURISDICTION OF ORGANIZATION | 2g. ORGANIZATIONAL ID#, if any<br><input type="checkbox"/> NONE |             |         |

**3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)**

|  |   |                |            |             |                      |                |
|--|---|----------------|------------|-------------|----------------------|----------------|
| OR   | 3a. ORGANIZATION'S NAME<br>Knobbe, Martens, Olson & Bear, LLP |                |            |             |                      |                |
|  | 3b. INDIVIDUAL'S LAST NAME                                    |                | FIRST NAME | MIDDLE NAME | SUFFIX               |                |
| 3c. MAILING ADDRESS<br>2040 Main St., 14th Floor |   | CITY<br>Irvine |            | STATE<br>CA | POSTAL CODE<br>92614 | COUNTRY<br>USA |

**4. This FINANCING STATEMENT covers the following collateral:**

All of debtor's intellectual property that is or has ever been the subject of secured party's representation and all files and records relating thereto, any recoveries from litigation involving such intellectual property, including, without limitation, any judgments, amounts paid in settlement, insurance proceeds and any awards of attorneys' fees and costs, and any other proceeds of such intellectual property, including, but not limited to, the property described below.

US Trademark & Trademark Application

Application No.85/542367 App. Filing Date:2/14/2012

Trademark Name:ARTFUL DEDUCTIONS

**5. ALT DESIGNATION:**  LESSEE/LESSOR  CONSIGNEE/CONSIGNOR  BAILEE/BAILOR  SELLER/BUYER  AG. LIEN  NON-UCC FILING

6. This FINANCING STATEMENT is to be filed [for record] (or recorded) in the REAL ESTATE RECORDS  
Attach Addendum [if applicable]

7. Check to REQUEST SEARCH REPORT(S) on Debtor(s)  
[ADDITIONAL FEE] [optional]  All Debtors  Debtor 1  Debtor 2

**8. OPTIONAL FILER REFERENCE DATA**

ARTDE - UCCI

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RECORDED: 10/22/2013

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