

## 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
Zapli, Inc.		10/31/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Shopzilla, Inc.		
Street Address:	12200 W. Olympic Blvd.		
Internal Address:	Suite 300		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4251137	INSTABUY	
CORRESPONDENCE DATA			
Fax Number:	5032962172		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	503-844-9009		
Email:	mail@ganzlaw.com		
Correspondent Name:	Bradley M. Ganz		
Address Line 1:	PO Box 2200		
Address Line 4:	Hillsboro, OREGON 97123		
ATTORNEY DOCKET NUMBER:	BIZ-3.038		
NAME OF SUBMITTER:	Bradley M. Ganz		
Signature:	/Bradley M. Ganz/		

Date:

11/01/2013

Total Attachments: 2

source=Instabuy Assignment- Zapli to Shopzilla#page1.tif

source=Instabuy Assignment- Zapli to Shopzilla#page2.tif

ASSIGNMENT OF TRADEMARK RIGHTS

Zappli, Inc. a corporation organized under the laws of the state of Delaware, having its principal offices at 480 2<sup>nd</sup> Street, Suite 100, San Francisco, California 94107 ("Assignor") and Shopzilla, Inc., a corporation organized under the laws of the state of California, having its principal offices at 12200 W. Olympic Blvd., Suite 300, Los Angeles, CA 90064 ("Assignee"), effective as of March 15, 2013, Assignor assigns to said Assignee, all right, title, and interest in and to the Mark listed below and the goodwill of the business symbolized by said Mark.

Trademark	Registration Number	Country of Registration
INSTABUY	4251137	United States

Dated this 31<sup>st</sup> day of October, 2013

ZAPPLI, INC.

By: [Signature]

Its: CEO & President

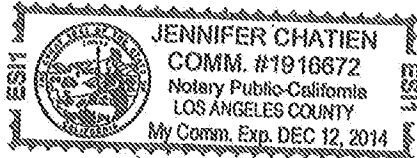
State of California

County of Los Angeles

On October 31, 2013 before me Jennifer Chatien, personally appeared William Glass, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is/are subscribed to the within instrument and acknowledged to me that she/he/they executed the same in her/he/their authorized capacity, and that by her/he/their signature on the instrument the person, or the entity upon behalf of which the person acted, executed this instrument.

WITNESS my hand and official seal:

Signature [Signature]



Dated this 31<sup>st</sup> day of October, 2013

SHOPZILLA, INC.

By: [Signature]

Its: Secretary & General Counsel

State of California

County of Los Angeles

On October 31, 2013 before me Jennifer Chatien, personally appeared Blythe A. Holder, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed this instrument.

WITNESS my hand and official seal:

Signature [Signature]

