

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |                        |                   |                                     |
|---|------------------------|-------------------|-------------------------------------|
| SUBMISSION TYPE:  | NEW ASSIGNMENT         |                   |                                     |
| NATURE OF CONVEYANCE:   | CHANGE OF NAME         |                   |                                     |
| CONVEYING PARTY DATA  |                        |                   |                                     |
| Name  | Formerly               | Execution Date    | Entity Type                         |
| RHO Acquisition LLC   |                        | 04/02/2012        | LIMITED LIABILITY COMPANY: DELAWARE |
| RECEIVING PARTY DATA  |                        |                   |                                     |
| Name:   | Chasing Fireflies, LLC |                   |                                     |
| Street Address:   | 1 HSN Drive            |                   |                                     |
| City:   | St. Petersburg         |                   |                                     |
| State/Country:  | FLORIDA                |                   |                                     |
| Postal Code:  | 33729                  |                   |                                     |
| Entity Type:  | CORPORATION: DELAWARE  |                   |                                     |
| PROPERTY NUMBERS Total: 7   |                        |                   |                                     |
| Property Type   | Number                 | Word Mark         |                                     |
| Registration Number:  | 3360643                | CHASING FIREFLIES |                                     |
| Registration Number:  | 3360642                | CHASING FIREFLIES |                                     |
| Registration Number:  | 4274582                | WISHWORKS         |                                     |
| Registration Number:  | 3665786                | WISH REGISTRY     |                                     |
| Registration Number:  | 3572410                | WISH CERTIFICATE  |                                     |
| Registration Number:  | 3435346                | WISHCRAFT         |                                     |
| Registration Number:  | 3535068                | WISHCRAFT         |                                     |
| CORRESPONDENCE DATA   |                        |                   |                                     |
| Fax Number:   | 8132294133             |                   |                                     |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                        |                   |                                     |
| Phone:  | 813-223-7000           |                   |                                     |
| Email:  | trademarks@cfjblaw.com |                   |                                     |
| Correspondent Name:   | C. Douglas McDonald    |                   |                                     |
| Address Line 1:   | PO Box 3239            |                   |                                     |

CH \$190.00 3360643

Address Line 2: Attn: IP Dept.  
Address Line 4: Tampa, FLORIDA 33601-3239

|  |                       |
|--|-----------------------|
| ATTORNEY DOCKET NUMBER:                      | 55270/02010           |
| NAME OF SUBMITTER:                           | C. Douglas McDonald   |
| Signature:                                   | /C. Douglas McDonald/ |
| Date:  | 01/06/2014            |
| Total Attachments: 1<br>source=DOC#page1.tif |                       |

# Delaware

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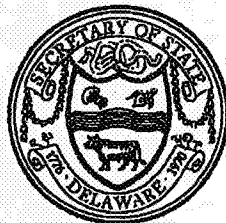
*The First State*

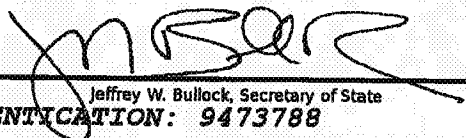
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "RHO ACQUISITION LLC", CHANGING ITS NAME FROM "RHO ACQUISITION LLC" TO "CHASING FIREFLIES, LLC", FILED IN THIS OFFICE ON THE SECOND DAY OF APRIL, A.D. 2012, AT 10:12 O'CLOCK A.M.

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You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 9473788

DATE: 04-02-12

RECORDED: 01/06/2014

TRADEMARK  
REEL: 005187 FRAME: 0419