

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
Black Pearl Systems, Inc.		01/03/2014	COMPANY: CAYMAN ISLANDS

RECEIVING PARTY DATA

Name:	Lyve Minds, Inc.
Street Address:	10001 N. De Anza Blvd., Suite 300
City:	Cupertino
State/Country:	CALIFORNIA
Postal Code:	95014
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Serial Number:	85931604	LYVE
Serial Number:	85931606	LYVE
Serial Number:	86047472	LYVE IT
Serial Number:	86047478	LYVE IT
Serial Number:	86047481	LIVE IT. LOVE IT. LYVE IT.
Serial Number:	86047486	LIVE IT. LOVE IT. LYVE IT.
Serial Number:	86061308	URLYVE
Serial Number:	86061316	URLYVE
Serial Number:	86061320	MYLYVE
Serial Number:	86061357	MYLYVE
Serial Number:	86074006	UBA
Serial Number:	86074007	UBA
Serial Number:	86074010	YOOP
Serial Number:	86074013	YOOP

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Serial Number:	86074015	YUBA
Serial Number:	86074018	YUBA
Serial Number:	86082734	ALLOV
Serial Number:	86082739	ALLOV
Serial Number:	86082742	ALLUV
Serial Number:	86082746	ALLUV
Serial Number:	86123800	LYVE MINDS
Serial Number:	86123801	LYVE MINDS
Serial Number:	86123798	LYVE MEMORIES
Serial Number:	86123799	LYVE MEMORIES
Serial Number:	86151919	LYVEHOME
Serial Number:	86151920	LYVEHOME
Serial Number:	86151921	LYVEHOME

CORRESPONDENCE DATA

Fax Number: 2125939175
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: (212) 980-0120
Email: pto@fkks.com, FRobinson@fkks.com
Correspondent Name: Frankfurt Kurnit Klein & Selz, PC
Address Line 1: Attn: Christopher R. Chase
Address Line 2: 488 Madison Avenue Fl. 10
Address Line 4: New York, NEW YORK 10022-5754

ATTORNEY DOCKET NUMBER:	022055.0200
NAME OF SUBMITTER:	Christopher R. Chase
Signature:	/Christopher Chase/
Date:	01/10/2014

Total Attachments: 10
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TRADEMARK ASSIGNMENT

WHEREAS, **Black Pearl Systems, Inc.**, a Cayman Islands company, with an address of 10001 N. De Anza Blvd, Suite 300, Cupertino, CA 95014 ("Assignor"), owns all right, title and interest in and to the trademarks and trademark applications listed in the attached Schedule A (the "Trademarks").

WHEREAS, **Lyve Minds, Inc.**, a Delaware corporation, with an address at 10001 N. De Anza Blvd, Suite 300, Cupertino, CA 95014 ("Assignee"), is desirous of acquiring the entire right, title and interest in, and to and under the Trademarks.

WHEREAS, Assignor hereby covenants and agrees that the Assignor has full right to convey the entire interest herein assigned, and that the Assignor has not executed, and will not execute, any agreement in conflict herewith.

NOW, THEREFORE, for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, the Assignor does hereby assign, sell, transfer and set over to Assignee its entire right, title and interest in, to and under the Trademarks, together with the goodwill of the business symbolized by the Trademarks and all income, royalties, and damages now and hereafter due and/or payable to Assignor, along with the right to sue for past, present and future infringements, in and to all the Trademarks, and the registrations thereof, set forth on the attached Schedule A.

IN TESTIMONY WHEREOF, Assignor has caused this Trademark Assignment to be duly executed by its duly authorized officers on the date set forth below.

ASSIGNOR: Black Pearl Systems, Inc.

By: [Signature]

Name: JOLLIE SYMR

Title: VP BUSINESS DEVELOPMENT

Date: 1/3/2014

SCHEDULE A

Trademark	Application No. / Filing Date	Class/Goods/Services
LYVE	85931604 May 14, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; and computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
LYVE	85931606 May 14, 2013	Class 38: Telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; telecommunication access services; communications by computer terminals; communication between computer terminals; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; electronic mail services; electronic transmission of audio and video files via communications networks; information, advisory and consultancy services relating to all the aforesaid.
LYVE IT	86047472 August 26, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or

		other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
LYVE IT	86047478 August 26, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
LIVE IT. LOVE IT. LYVE IT.	86047481 August 26, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
LIVE IT. LOVE IT. LYVE IT.	86047486 August 26, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.

URLYVE	86061308 September 11, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
URLYVE	86061316 September 11, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
MYLYVE	86061320 September 11, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
MYLYVE	86061357 September 11, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic

		transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
UBA	86074006 September 25, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
UBA	86074007 September 25, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
YOOP	86074010 September 25, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information

		management; electronic mail and messaging software; database synchronization software.
YOOP	86074013 September 25, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
YUBA	86074015 September 25, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
YUBA	86074018 September 25, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
ALLOV	86082734 October 4, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up,

		transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
ALLOV	86082739 October 4, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
ALLUV	86082742 October 4, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
ALLUV	86082746 October 4, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text,

		messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
LYVE MINDS	86123800 November 20, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
LYVE MINDS	86123801 November 20, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
LYVE MEMORIES	86123798 November 20, 2013	Class 9: Computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.

LYVE MEMORIES	86123799 November 20, 2013	Class 9: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.
LYVEHOME	86151919 December 24, 2013	Class 9: Computer hardware and software systems for high speed network access and connectivity; computer hardware and software systems for data storage; computer data sharing software; computer software for use in uploading, downloading, storing, backing up, transmitting, receiving, accessing, retrieving, managing, organizing, and synchronizing data, e-mail, documents, images, audio, video, multimedia content, electronic publications, computer files, and other computer software; computer software for tracking the location of mobile digital electronic devices; computer software for use in accessing the Internet or other computer or communications networks; computer programs for personal information management; electronic mail and messaging software; database synchronization software.
LYVEHOME	86151920 December 24, 2013	Class 38: Telecommunication access services; communications by computer terminals; communication between computer terminals; delivery of messages by electronic transmission; electronic mail services; telecommunications, namely, electronic transmission and retrieval of data, images, audio, video and documents, including text, messages, and electronic mail, over local or global communications networks, including the internet, intranets, extranets, television, mobile communication, cellular and satellite networks; information, advisory and consultancy services relating to all the aforesaid.

LYVEHOME	86151921 December 24, 2013	Class 42: Providing temporary use of on-line non-downloadable cloud computing software for use in database management and use in electronic storage of data; Computer services, namely, cloud hosting provider services; Clouding computer services, namely, remote management of cloud computing systems and application of others; cloud hosting provider services; and computer services, namely, providing virtual and non virtual application servers, web servers, file servers, co-location servers, media servers and database servers of variable capacity to third party computing and data storage facilities; application service provider services featuring data security software applications which secure, protect, encrypt, decrypt, authenticate, monitor, track and transmit electronic data, electronic mail, voice, data, images, video signals, messages and information in electronic form.
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