

## 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
Socializr Inc.		11/10/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Punchbowl Software, Inc.		
Street Address:	50 Speen Street, Suite 202		
City:	Framingham		
State/Country:	MASSACHUSETTS		
Postal Code:	01701		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3391908	SOCIALIZR	
CORRESPONDENCE DATA			
Fax Number:	6178568201		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-856-8145		
Email:	ip@brownrudnick.com		
Correspondent Name:	Mark S. Leonardo		
Address Line 1:	One Financial Center		
Address Line 2:	BROWN RUDNICK LLP		
Address Line 4:	Boston, MASSACHUSETTS 02111		
ATTORNEY DOCKET NUMBER:	30641/5		
NAME OF SUBMITTER:	Mark S. Leonardo		
Signature:	/Mark S. Leonardo/		

Date:

02/12/2014

Total Attachments: 2

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**EXHIBIT C - General Assignment of Trademarks, Domain Names  
and Related Rights**

THIS AGREEMENT is made as of [ Nov 10 ], 2010 by and between Socializr Inc. and Punchbowl Software, Inc.(Punchbowl”).

WHEREAS, pursuant to the Asset Purchase Agreement dated as of the date hereof by and between Socializr and Punchbowl (the “Purchase Agreement”), it has been agreed that Socializr shall transfer to Punchbowl all registered and unregistered trademarks, service marks, certification marks, and applications therefore, and all domain names, that it owns, all as shown on Schedule A attached hereto (hereinafter “the Trademarks and Domain Names”);

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Socializr hereby assigns, conveys and transfers to Punchbowl all of Socializr’s worldwide right, title and interest to the Trademarks and Domain Names, together with that part of the goodwill of the business connected with the use of and symbolized by the Trademarks and Domain Names; and in connection with the foregoing, Socializr, assigns, conveys and transfers to Punchbowl all income, royalties, damages, and payments now or hereafter due or payable in respect to the Trademarks and Domain Names and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Punchbowl hereunder, and all other rights corresponding thereto throughout the world.

Socializr shall undertake, at the request of Punchbowl, to sign all documentation, including confirmatory Trademark and Domain name assignments, and generally do everything necessary and proper to aid Punchbowl, its successors, assigns and nominees, to obtain from Socializr record title to the Trademarks and Domain Names transferred herein in each jurisdiction where Trademarks and Domain Names are registered and applications to register Trademarks and Domain Names are pending.

Socializr reaffirms that the representations and warranties set forth in the Purchase Agreement with respect to the Trademarks and Domain Names are true and correct as of the date hereof, and agrees to defend, indemnify and hold Punchbowl harmless as contemplated by and provided for in the Purchase Agreement. Notwithstanding anything herein to the contrary, the provisions of this Agreement shall be subject to the provisions of the Purchase Agreement, and to the extent the provisions of this Agreement are inconsistent in any way with the provisions of the Purchase Agreement, the provisions of the Purchase Agreement shall be controlling.

This Agreement may be executed in one or more counterparts, each of which will be deemed an original but all of which together will constitute one and the same agreement.

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized officers as of the date first above written.

SOCIALIZR INC.

By: 

Name: Jonathan Abrams  
Title: CEO

PUNCHBOWL SOFTWARE, INC.

By: 

Matt Douglas, CEO