

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM300633

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/21/2014		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BookFresh LLC		04/02/2014	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Square, Inc.		
Street Address:	1455 Market Street, Suite 600		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94103		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4085570	BOOKFRESH	
Registration Number:	3754176		
CORRESPONDENCE DATA			
Fax Number:	2063599000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-359-8000		
Email:	pctrademarks@perkinscoie.com		
Correspondent Name:	Grace Han Stanton, Perkins Coie LLP		
Address Line 1:	1201 Third Avenue, Suite 4900		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	78494.4000.0000.GX56)		
NAME OF SUBMITTER:	Grace Han Stanton		
SIGNATURE:	/Grace Han Stanton/		
DATE SIGNED:	04/07/2014		
Total Attachments: 4			
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NUNC PRO TUNC ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, BookFresh LLC ("Assignor"), a California Limited Liability Company with its principal place of business at 156 2nd Street, San Francisco, California 94105, is the owner of record of the marks BOOKFRESH and the LOGO DESIGN shown on Exhibit 1 (U.S. Registration Nos. 4085570 and 3754176, respectively) that are the subject of this assignment, and was the owner of record and the owner in fact of these registrations and the common law rights associated with the marks at the time of its assignment;

WHEREAS, on February 21, 2014, Square, Inc. ("Assignee"), a Delaware corporation with its principal place of business at 1455 Market Street, Suite 600, San Francisco, California 94103, acquired said common law rights, registrations, marks, and the goodwill associated therewith; and

WHEREAS, Assignee is the owner in fact of the marks and registrations shown on Exhibit 1, and the parties desire to reflect these facts on the records of the United States Patent & Trademark Office;

NOW, THEREFORE, in consideration of the foregoing and for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign and transfer *nunc pro tunc* as of February 21, 2014, unto Assignee its entire right, title and interest in and to said marks, registrations and the goodwill appurtenant thereto as set forth in Exhibit 1, thereby memorializing and clarifying the prior actions of the parties.

[Signature Page Follows]

Signed this 2nd day of April, 2014.

BOOKFRESH LLC

By Evan Ginsburg
Name: Evan Ginsburg
Title: CEO

STATE OF California)
COUNTY OF SAN FRANCISCO) ss.

On the 2nd day of April, 2014, before me personally appeared Evan Ginsburg, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he is the CEO of BookFresh LLC, the corporation described in and which executed this Nunc Pro Tunc Assignment of Trademark Rights, that he has signed said instrument as a free act on behalf of said corporation, and that he has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.



[Signature]
NOTARY PUBLIC in and for the State of California,
residing at 1155 MARKET STREET SAN FRANCISCO CA 94103
My Appointment Expires: 10-27-2015
110 5TH STREET
SAN FRANCISCO, CA
94103

Acceptance of Assignment

Square, Inc., the Assignee above, does hereby accept the assignment of the trademarks and all of the rights, title and interests therein as described above.

Signed this 2nd day of April, 2014.

SQUARE, INC.

By: 

Name: Kirupa Pushparaj
Title: IP Counsel

STATE OF California)

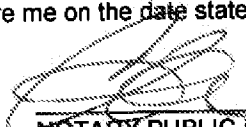
ss.

COUNTY OF SAN FRANCISCO)

On the 2nd day of April, 2014, before me personally appeared Kirupa Pushparaj, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he is the IP Counsel of Square, Inc., the corporation described in and which executed the foregoing instrument, that he has signed said instrument as a free act on behalf of said corporation, and that he has the authority to act on behalf of, and bind, said corporation.

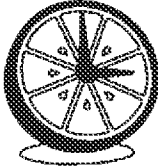
SUBSCRIBED AND SWORN to before me on the date stated above.




NOTARY PUBLIC in and for the State of California,
residing at 115 MARKET STREET, SAN FRANCISCO, CA 94103
My Appointment Expires: 10-27-2015

AND
110 STH STREET
SAN FRANCISCO, CA
94103

EXHIBIT 1
TRADEMARKS AND REGISTRATIONS

Trademark	Registration No.	Registration Date
BOOKFRESH	4085570	January 17, 2012
	3754176	March 2, 2010