

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM310678

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hercules Technology III, L.P.		07/08/2014	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Blurb, Inc.		
Street Address:	580 California Street, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94111		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85114413	BOOKIFY	
Serial Number:	85114426	BOOKIFY	
Serial Number:	78375744	BLURB	
Serial Number:	78977382	BLURB	
Serial Number:	78717627	BLURB	
Serial Number:	78717639	BLURB BOOKSMART	
Serial Number:	78804958	BOOKIFY	
CORRESPONDENCE DATA			
Fax Number:	4156932222		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4156932000		
Email:	crhem@cooley.com		
Correspondent Name:	Cooley LLP		
Address Line 1:	101 California Street, 5th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	304721-100 BLURB		
NAME OF SUBMITTER:	C. Rhem		
SIGNATURE:	/CR/		

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DATE SIGNED:	07/15/2014
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Total Attachments: 4

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant/Applicant: BLURB, INC.
Trademarks and Patent: SEE ATTACHED EXHIBIT A

TERMINATION OF TRADEMARK AND PATENT SECURITY INTEREST

WHEREAS, Blurb, Inc., a Delaware corporation, having its principal offices at 580 California Street, Suite 300, San Francisco, CA 94111 (the "*Company*"), owns or previously owned the trademarks, trademark applications and patents listed on the attached **Exhibit A**, now registered or pending in the United States Patent and Trademark Office; and

WHEREAS, the Company has entered into that certain Intellectual Property Security Agreement dated as of December 9, 2011 (the "*Security Agreement*"), between the Company and Hercules Technology III, L.P. (the "*Secured Party*"), a true and correct copy of which was recorded by the U.S. Patent and Trademark Office on December 16, 2011 at Reel Number/Frame 4681 Number 0701.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Secured Party hereby:

1. releases and reassigns to the Company any and all liens, security interests, right, title and interest of the Secured Party pursuant to the Security Agreement in the trademarks, trademark application and patent more fully described on **Exhibit A**, without recourse or representation or warranty, express or implied; and
2. authorizes and requests the Commissioner of Patents and Trademarks of the United States of America to note and record the existence of the release hereby given.

[Signature Page Follows]


IN WITNESS WHEREOF, the Secured Party has caused this Termination of Trademark Security Interest to be signed by its duly authorized representative as of this 8th day of July 2014.

SECURED PARTY:

HERCULES TECHNOLOGY III, L.P.,
a Delaware limited partnership

By: Hercules Technology SBIC Management,
LLC, its General Partner

By: Hercules Technology Growth Capital, Inc.,
its Manager

By: 
Name: Ben Bang
Title: Senior Counsel

Address:
400 Hamilton Avenue, Suite 310
Palo Alto, CA 94301

EXHIBIT A

Trademarks

Mark	Serial Number (Filing Date)	Registration Number (Registration Date)
BOOKIFY	US 85114413 (August 24, 2010)	US 4120337 (April 3, 2012)
BOOKIFY	US 85114426 (August 24, 2010)	US 4133888 (May 1, 2012)
BLURB	US 78375744 (February 27, 2004)	US 3469269 (July 15, 2008)
BLURB	US 78977382 (February 27, 2004)	US 3152300 (October 3, 2006)
BLURB	US 78717627 (September 21, 2005)	US 3493925 (August 26, 2008)
BLURB BOOKSMART	US 78717639 (September 21, 2005)	US 3437840 (May 27, 2008)
BOOKIFY	US 78804958 (February 1, 2006)	US 3946040 (April 12, 2011)

Patents

Description	Application Number (Filing Date)	Registration Number (Registration Date)	Outstanding Security Interest / Chain of Title Issues
Portable printer and method	US 11333845 (January 18, 2006)	US 7387459 (June 17, 2008)	Improper chain of title <u>Reel/Frame:</u> 017710/0050