

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312350

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GENARTS, INC.		07/29/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	VIVOOM, INC.		
Street Address:	955 MASSACHUSETTS AVENUE		
City:	CAMBRIDGE		
State/Country:	MASSACHUSETTS		
Postal Code:	02139		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4367916	VIVOOM	
CORRESPONDENCE DATA			
Fax Number:			
	<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>		
Email:	bsuprise@goodwinprocter.com, MJuel@goodwinprocter.com, VEIman@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP		
Address Line 1:	53 STATE STREET		
Address Line 4:	BOSTON, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	125235/194088		
NAME OF SUBMITTER:	Megan F. Juel		
SIGNATURE:	/MEGAN F. JUEL/		
DATE SIGNED:	07/30/2014		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made effective this 29th day of July, 2014, by and between GenArts, Inc., a Delaware corporation, and having a usual place of business at 955 Massachusetts Avenue, Cambridge, Massachusetts 02139 ("Assignor") and Vivoom, Inc., a Delaware corporation, and having a usual place of business at 955 Massachusetts Avenue, Cambridge, Massachusetts 02139 ("Assignee").

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names, including any registrations therefor, set forth on Exhibit A attached hereto and incorporated herein by reference (the "Marks");

WHEREAS, Assignor and Assignee are parties to that certain Asset Transfer Agreement, dated as of the date hereof (the "Purchase Agreement"), pursuant to which Assignor transferred, sold and conveyed to Assignee certain of the assets of Assignor, including the Marks and the goodwill of the business symbolized thereby;

WHEREAS, Assignor now wishes to assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby; and

NOW, THEREFORE, in consideration of the premises set forth above and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor does hereby sell, assign, convey and transfer unto Assignee and its successors, assigns and legal representatives, Assignor's entire right, title and interest in and throughout the world in and to the Marks (including any common law rights that may exist and are associated therewith), together with the goodwill of the business symbolized thereby and appurtenant thereto, the same to be held and enjoyed by Assignee, for its own use and behalf and for its successors, assigns and legal representatives, together with income, royalties, damages or payments due on or after the date hereof, including, without limitation, all claims for damages or payments by reason of infringement or unauthorized use of the Marks, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

Assignor does hereby authorize the Director of the United States Patent & Trademark Office, and the empowered official of any U.S. State, or any country or countries foreign to the United States whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, assigns or legal representatives in accordance with the terms of this instrument.

Assignee and Assignor also agree that multiple copies of this Assignment may be executed, each of which shall be deemed an original, and each of which shall be valid and binding upon Assignee and Assignor.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as a sealed instrument by their duly authorized representatives as of the date first written above.

ASSIGNOR:
GENARTS, INC.

By: Kather H. Miller
Name: Katherine H. Miller
Title: CEO

ASSIGNEE:
VIVOOM, INC.

By: Katherine H. Miller
Name: Katherine Hays Miller
Title: President

Exhibit A

Marks

<i>Mark</i>	<i>Jurisdiction</i>	<i>Serial Number</i>	<i>Registration No.</i>	<i>Registration Date</i>
VIVOOM	U.S	#85-784,084	4.367.916	July 16,2013
Bring your Story to Life	unregistered	N/A		
Vivoom - Life It's Better In Video	unregistered	N/A		