

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM313056

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eckim, LLC		08/04/2014	LIMITED LIABILITY COMPANY: INDIANA
RECEIVING PARTY DATA			
Name:	Coupons.com Incorporated		
Street Address:	400 Logue Avenue		
City:	Mountain View		
State/Country:	CALIFORNIA		
Postal Code:	94043		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4320837	DEFINITIVEDEALS.COM	
Registration Number:	4320779	COUPONCHAD.COM	
CORRESPONDENCE DATA			
Fax Number:	4084141076		
<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:	trademarks@hptb-law.com		
Correspondent Name:	Hickman Palermo Truong Becker et al, LLP		
Address Line 1:	1 Almaden Boulevard - Floor 12		
Address Line 4:	San Jose, CALIFORNIA 95113		
ATTORNEY DOCKET NUMBER:	60202-0322		
NAME OF SUBMITTER:	Christopher J. Palermo		
SIGNATURE:	/ChristopherJPalermo/		
DATE SIGNED:	08/05/2014		
Total Attachments: 4			
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OP \$65.00 4320837

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT
CIVIL CODE § 1189

State of California

County of Los Angeles

On 08/04/2014 before me, Jennie Desiree Udeh, Notary Public
Date Here Insert Name and Title of the Officer

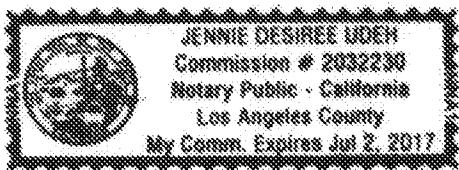
personally appeared Matthias Larsson
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Jennie Desiree Udeh
Signature of Notary Public



Place Notary Seal Above

OPTIONAL

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

Description of Attached Document

Title or Type of Document: Trademark Document Date: 08/04/2014

Number of Pages: 3 Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____

Signer's Name: _____
 Corporate Officer — Title(s): _____
 Partner — Limited General
 Individual Attorney in Fact
 Trustee Guardian or Conservator
 Other: _____

Signer Is Representing: _____

Signer Is Representing: _____

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Trademark Assignment") from Eckim, LLC, an Indiana limited liability company ("Assignor") to Coupons.com Incorporated, a Delaware corporation ("Assignee"), is effective as of August 4, 2014.

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated as of August 4, 2014 (the "Purchase Agreement"), pursuant to which, among other things, Assignor has agreed to assign to Assignee the Trademarks (as defined below).

1. Assigned Trademarks. The term "Trademarks" means the trademark registrations set forth on Schedule A attached hereto.

2. Assignment. For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers and delivers to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of Assignor's business appurtenant thereto, all registrations and applications (including intent-to-use applications) for the Trademarks in all countries throughout the world, all income, royalties, damages and payments in respect of the Trademarks, and all causes of action for any and all previously occurring infringement of the rights being assigned and the right to receive and retain the proceeds or other remedies relating to those infringements.

3. Further Assurances. Assignor agrees to execute such further assignments and documents and to do such other acts as may be necessary or reasonably desirable to vest all of Assignor's right, title and interest in and to the Trademarks throughout the world in Assignee or as may be necessary or reasonably desirable to obtain, renew, or issue the Trademarks, including instructing the registrar for the Trademarks to transfer the Trademarks to Assignee. In the event that a trademark registrar does not accept or recognize this Trademark Assignment, Assignor hereby agrees that this document shall constitute a request by Assignor to the registrar to transfer the registration of the Trademarks to Assignee.


4. Governing Law. This Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of California, regardless of the laws that might otherwise govern under applicable principles of choice or conflicts of law thereof.

[The remainder of this page is intentionally left blank; signature page follows.]

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed as of the date first written above by its duly authorized officer.

ASSIGNOR:


ECKIM, LLC

By: 
Name: Mattias Larsson
Title: Chief Executive Officer

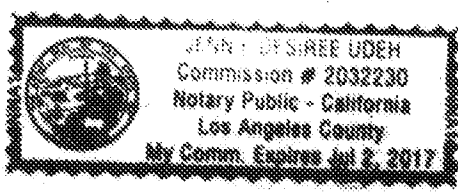
ACKNOWLEDGMENT

State of California)
County of Los Angeles) ss:

On this 4th day of August 2014 before me, the undersigned, personally appeared Mattias Larsson, personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed this instrument on behalf of the limited liability company named herein, and acknowledged that s/he executed it in such representative capacity.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Notary Public

My Commission Expires on 07/02/2017



SCHEDULE A

ASSIGNED TRADEMARKS

Mark	Jurisdiction	Registered Owner	Registration No. (Ser. No.)	Issue Date
DEFINITIVEDEALS.COM	U.S.	Eckim, LLC	4,320,837 (85/709,177)	08/21/2012
COUPONCHAD.COM	U.S.	Eckim, LLC	4,320,779 (85/708,232)	08/20/2012