

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318339

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CB Acquisition, LLC		07/17/2014	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Creativebug, LLC		
<b>Street Address:</b>	255 Kansas Street		
<b>Internal Address:</b>	Suite 302		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94103		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4291530	CREATIVEBUG	
<b>Registration Number:</b>	4482677	AIRCRAFT	
<b>Serial Number:</b>	85664669	AIRCRAFT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153585593		
<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>			
<b>Phone:</b>	4159573072		
<b>Email:</b>	dchorak@duanemorris.com		
<b>Correspondent Name:</b>	DUANE MORRIS LLP		
<b>Address Line 1:</b>	Spear Tower, One Market Plaza, Ste. 2200		
<b>Address Line 2:</b>	attn: Laurie H. Van Loben Sels		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-1127		
<b>ATTORNEY DOCKET NUMBER:</b>	R2282-00000		
<b>NAME OF SUBMITTER:</b>	Laurie H. Van Loben Sels		
<b>SIGNATURE:</b>	/LHV_dch/		
<b>DATE SIGNED:</b>	09/29/2014		
<b>Total Attachments: 3</b>			

CH \$90.00 4291530

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source=CB Acquisitions to Creativebug LLC#page2.tif  
source=CB Acquisitions to Creativebug LLC#page3.tif

# Delaware

PAGE 1

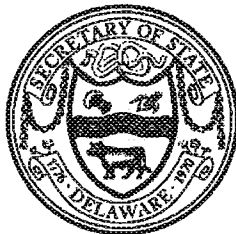
## The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THAT THE SAID "CB ACQUISITION, LLC", FILED A CERTIFICATE OF AMENDMENT, CHANGING ITS NAME TO "CREATIVEBUG, LLC", THE SEVENTEENTH DAY OF JULY, A.D. 2014, AT 3:49 O'CLOCK P.M.

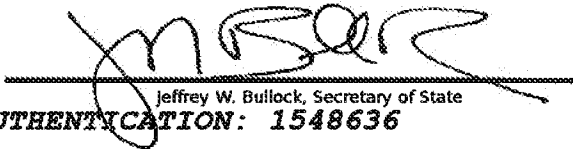
AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID LIMITED LIABILITY COMPANY IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE NOT HAVING BEEN CANCELLED OR DISSOLVED SO FAR AS THE RECORDS OF THIS OFFICE SHOW AND IS DULY AUTHORIZED TO TRANSACT BUSINESS.

5545700 8320

140967693



You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1548636

DATE: 07-18-14

TRADEMARK  
REEL: 005370 FRAME: 0530

# Delaware

PAGE 1

*The First State*

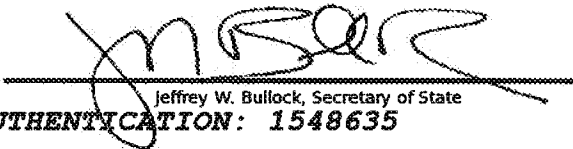
I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "CB ACQUISITION, LLC", CHANGING ITS NAME FROM "CB ACQUISITION, LLC" TO "CREATIVEBUG, LLC", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JULY, A.D. 2014, AT 3:49 O'CLOCK P.M.

5545700 8100

140967693

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 1548635

DATE: 07-18-14

TRADEMARK  
REEL: 005370 FRAME: 0531

**CERTIFICATE OF AMENDMENT  
OF  
CERTIFICATE OF FORMATION  
OF  
CB ACQUISITION, LLC**

Louie Hopkins hereby certifies that:

**FIRST:** He is an authorized person of CB Acquisition, LLC, a Delaware limited liability company (the "LLC").

**SECOND:** The date of filing of the LLC's original Certificate of Formation with the Secretary of State of Delaware was June 4, 2014.

**THIRD:** Article First of the Certificate of Formation of this LLC is hereby amended to read in its entirety as follows:

"The name of the limited liability company is Creativebug, LLC".

**FOURTH:** This action is taken pursuant to Section 18-202 of the Delaware Limited Liability Company Act.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Certificate of Formation on the 17<sup>th</sup> day of July, 2014.

/s/Louie Hopkins  
Louie Hopkins, Authorized Person