

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318832

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT		
<b>EFFECTIVE DATE:</b>	10/01/2014		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Ebates, Inc.		10/02/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ebates Performance Marketing, Inc.		
<b>Street Address:</b>	160 Spear Street, Suite 1900		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94105		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3150428	BUY NOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	7042456515		
<b>Email:</b>	bdavis@vlplawgroup.com		
<b>Correspondent Name:</b>	Brian M. Davis		
<b>Address Line 1:</b>	5960 Fairview Rd; Suite 400		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28210		
<b>NAME OF SUBMITTER:</b>	Brian M. Davis		
<b>SIGNATURE:</b>	/Brian M. Davis/		
<b>DATE SIGNED:</b>	10/02/2014		
<b>Total Attachments: 1</b>			
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OP \$40.00 3150428

**ASSIGNMENT OF  
INTELLECTUAL PROPERTY RIGHTS**

WHEREAS, Ebates Inc., a Delaware corporation with an office at 160 Spear Street, Suite 1900, San Francisco California 94105 (hereinafter referred to as "ASSIGNOR") is the owner of all right, title and interest in and to the mark BUY NOW, including the goodwill associated therewith, and US Registration No. 3,150,428 directed thereto (hereafter, the "Registration").

WHEREAS, Ebates Performance Marketing, Inc., a Delaware corporation with an office at 160 Spear Street, Suite 1900, San Francisco California 94105 (hereinafter referred to as "ASSIGNEE") has acquired from ASSIGNOR any and all rights, including the goodwill, associated with the BUY NOW mark and the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S worldwide right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to the BUY NOW mark, including, without limitation, the Registration and all trademark and service mark rights, trade dress rights and any and all other intellectual property rights in the mark, which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made.

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property Rights to be executed effective as of the 1<sup>st</sup> day of October, 2014.

ASSIGNOR:

EBATES INC.

Signature: \_\_\_\_\_

Name: Philip Strauss

Title: Associate General Counsel

