

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM319541

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
SEQUENCE:	2		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hogan Lovells (Paris) LLP		10/07/2014	LIMITED LIABILITY PARTNERSHIP: ENGLAND
RECEIVING PARTY DATA			
Name:	Instagram, LLC		
Street Address:	1601 Willow Road		
City:	Menlo Park		
State/Country:	CALIFORNIA		
Postal Code:	94025		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4234486	BO.LT	
CORRESPONDENCE DATA			
Fax Number:	6504634199		
<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:	6504634000		
Email:	pam.rolph@hoganlovells.com		
Correspondent Name:	James R. Cady, Esq.		
Address Line 1:	4085 Campbell Avenue, Suite 100		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
ATTORNEY DOCKET NUMBER:	041271.000002 (2 OF 2)		
NAME OF SUBMITTER:	James R. Cady, Esq.		
SIGNATURE:	/JRCady/		
DATE SIGNED:	10/08/2014		
Total Attachments: 1			
source=3 of 3--BO.LT - Deed of Assignment - Hogan Lovells (Paris) to Instagram - effective date#page1.tif			

CH \$40.00 4234486

DEED OF ASSIGNMENT

WHEREAS, Hogan Lovells (Paris) LLP, a limited liability partnership organized and existing under the laws of England and Wales and having a principal place of business at 17 Avenue Matignon, 75008 Paris, France (hereinafter "HL-P"), is the owner of the following mark, which has been registered in the United States:

U.S. Trademark Registration No. 4234486

BOLT

WHEREAS Instagram, LLC, a limited liability company organized and existing under the laws of Delaware and having a principal place of business at 1601 Willow Road, Menlo Park, California 94025 (hereinafter "Instagram"), desires to acquire all of HL-P's rights, title and interest, and the goodwill associated with the above-referenced trademark and the registration of the trademark;

WHEREAS HL-P is the registered owner of the above-referenced trademark, and desires to assign such trademark to Instagram and will do, perform and execute all documents in connection therewith;

WHEREAS, HL-P and Instagram desire that the assignment of the above-referenced trademark be made a matter of record in the United States Patent and Trademark Office; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, HL-P does hereby sell, assign, transfer and convey to Instagram all of its right, title and interest in and to the above-referenced mark, together with the goodwill of the business symbolized by the mark and the registration of the mark.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed effective as of October 7, 2014.

HOGAN LOVELLS (PARIS) LLP

David Taylor

By: David Taylor

Title: Partner

Date: Oct 7, 2014

INSTAGRAM, LLC

Michael L. Johnson

By: Michael L. Johnson

Title: Assistant Secretary

Date: Oct 6, 2014