

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM322194

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Dot Copy, Inc.		10/31/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Shutterfly, Inc.		
Street Address:	2800 Bridge Parkway		
City:	Redwood City		
State/Country:	CALIFORNIA		
Postal Code:	94065		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86194653	GROOVEBOOK	
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>			
Phone:	408-414-1202		
Email:	trademarks@hptb-law.com		
Correspondent Name:	Christopher J. Palermo		
Address Line 1:	1 Almaden Boulevard - Floor 12		
Address Line 4:	San Jose, CALIFORNIA 95113		
ATTORNEY DOCKET NUMBER:	60248-0175		
NAME OF SUBMITTER:	Christopher J. Palermo		
SIGNATURE:	/ChristopherJPalermo/		
DATE SIGNED:	11/04/2014		
Total Attachments: 4			
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("Assignment") is effective as of October 31, 2014, by and between Dot Copy, Inc. ("Assignor") and Shutterfly, Inc. ("Assignee").

WHEREAS, Assignor owns the trademarks and service marks set forth in Schedule 1 of this Assignment (collectively, the "Trademarks");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers and assigns to Assignee, all right, title and interest in and to the Trademarks, together with any registrations for the Trademarks, the goodwill of the business symbolized by the Trademarks, and together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the dates indicated below.

[SIGNATURE PAGE TO FOLLOW]

ASSIGNOR:

Dot Copy, Inc.

October 31, 2014

By: 

Brian Whiteman, President

ASSIGNEE:

Shutterfly, Inc.

October ____, 2014

By: _____

Charlotte Falla
VP Legal & General Counsel

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

ASSIGNOR:

Dot Copy, Inc.

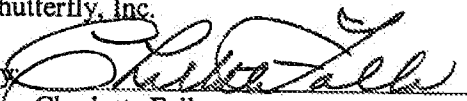
October ____, 2014

By: _____
Brian Whiteman, President

ASSIGNEE:

Shutterfly, Inc.

October 31, 2014

By: 
Charlotte Falla
VP Legal & General Counsel

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

Schedule 1

Mark	Serial Number/ Registration Number	Jurisdiction	Goods/Services
GROOVEBOOK (Word Mark Only)	86,194653	United States	IC 009. US 021 023 026 036 038: Computer software for organizing photographs and printing photographs. IC 016. US 002 005 022 023 029 037 038 050: Photo albums; Photographic prints.