

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327594

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Become, Inc.		09/29/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Gilder LLC		
<b>Street Address:</b>	103 Foulk Road		
<b>Internal Address:</b>	Suite 202		
<b>City:</b>	Wilmington		
<b>State/Country:</b>	DELAWARE		
<b>Postal Code:</b>	19803		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3503959	FIRE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2062667010		
<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>	206-266-4064		
<b>Email:</b>	trademarks@amazon.com		
<b>Correspondent Name:</b>	Gilder LLC		
<b>Address Line 1:</b>	103 Foulk Road		
<b>Address Line 2:</b>	Suite 202		
<b>Address Line 4:</b>	Wilmington, DELAWARE 19803		
<b>ATTORNEY DOCKET NUMBER:</b>	TMKM5068		
<b>NAME OF SUBMITTER:</b>	Dianne Tibbs		
<b>SIGNATURE:</b>	/Dianne Tibbs/		
<b>DATE SIGNED:</b>	12/30/2014		
<b>Total Attachments: 1</b>			
source=Become, Inc to Gilder LLC TM Assignment#page1.tif			

CH \$40.00 3503959

## TRADEMARK ASSIGNMENT

This Assignment is by and between Become, Inc., a Delaware corporation whose address is 333 W. El Camino Real, Suite 330, Sunnyvale, CA 94087 ("Assignor") and Gilder LLC, a Delaware limited liability company whose address is 103 Foulk Road, Suite 202, Wilmington, DE 19803 ("Assignee").

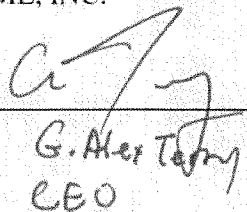
As used herein, "Mark" means FIRE and "Registration" means U.S. Trademark Registration No. 3,503,959 for the Mark.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor assigns to Assignee all its right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark and any associated common law rights.

SIGNED THIS 29 day of September 2014

BECOME, INC.

Name:

  
G. Alex Tormy

Title:

CEO