

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM345396

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
YOUWHO, INC.		06/18/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	BLUE BULLS, INC.		
Street Address:	2910 Foothill Drive		
City:	Provo		
State/Country:	UTAH		
Postal Code:	84604		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4501942	YOUWHO	
CORRESPONDENCE DATA			
Fax Number:	8017995700		
<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:	801-799-5800		
Email:	slcipdocket@hollandhart.com		
Correspondent Name:	HOLLAND & HART LLP/Joshua N. Randall		
Address Line 1:	222 S. Main Street, Suite 2200		
Address Line 4:	Salt Lake City, UTAH 84101		
ATTORNEY DOCKET NUMBER:	74259.0003		
NAME OF SUBMITTER:	Joshua N. Randall		
SIGNATURE:	/Joshua N. Randall/		
DATE SIGNED:	06/22/2015		
Total Attachments: 2			
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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment ("**IP Assignment**"), is made and entered into as of June 18, 2015, by YOUWHO, Inc., a Delaware corporation ("**Seller**"), in favor of Blue Bulls, Inc., a Utah corporation ("**Buyer**") located at 2910 Foothill Drive, Provo, Utah 84604, the purchaser of certain assets of Seller pursuant to a Bill of Sale between Buyer and Seller dated April 17, 2015 (the "Agreement").

WHEREAS, under the terms of the Agreement, Seller has conveyed, transferred and assigned to Buyer, among other assets, certain intellectual property of Seller, and has agreed to execute and deliver this IP Assignment, for recording with the United States Patent and Trademark Office;

NOW THEREFORE, the parties agree as follows:

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby irrevocably conveys, transfers and assigns to Buyer, and Buyer hereby accepts, all of Seller's right, title and interest in and to the following (the "**Assigned IP**"):

(a) U.S. Patent No. 8,670,618 entitled "SYSTEMS AND METHODS FOR EXTRACTING PEDIGREE AND FAMILY RELATIONSHIP INFORMATION FROM DOCUMENTS" and all issuances, divisions, continuations, continuations-in-part, reissues, extensions, reexaminations and renewals thereof (the "**Patent**");

(b) U.S. Trademark Registration No. 4501942 for YOUWHO and all issuances, extensions and renewals thereof (the "**Trademark**"), together with the goodwill of the business connected with the use of, and symbolized by, the Trademark;

(c) all rights of any kind whatsoever of Seller accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(d) any and all royalties, fees, income, payments and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

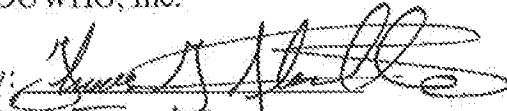
(e) any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on and/or after the date hereof, including all rights to and claims for damages, restitution and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

2. Successors and Assigns. This IP Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

[SIGNATURE PAGE FOLLOWS]


IN WITNESS WHEREOF, Assignor has duly executed and delivered this Intellectual Property Assignment as of the date first above written.

YOUWHO, Inc.

By: 
Name: TOM STOCKMAN
Title: EXECUTIVE CHAIRMAN
Address for Notices:
2910 Foothill Drive
Provo, Utah 84604

AGREED TO AND ACCEPTED:

Blue Bulls, Inc

By: 
Name: ANNE BRUNNER
Title: CEO
Address for Notices:
2910 Foothill Drive
Provo, Utah 84604