TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM347204

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
rewardstyle, Inc.		06/15/2015	CORPORATION: TEXAS

RECEIVING PARTY DATA

Name:	rewardStyle, Inc.
Street Address:	4514 Travis Street, Suite 330
City:	Dallas
State/Country:	TEXAS
Postal Code:	75205
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	4472101	BOUTIQUE
Registration Number:	4197444	CURRENTLY OBSESSED
Registration Number:	4689744	LIKE TO KNOW
Registration Number:	4646540	LIKE TO KNOW IT
Registration Number:	4564235	LIKE TO KNOW IT
Registration Number:	4233419	LINK NINJA
Registration Number:	4564241	
Registration Number:	4646571	MONEY SPOT
Serial Number:	85940462	PASSPORT
Registration Number:	4153222	REWARD STYLE
Registration Number:	4153223	REWARDSTYLE
Serial Number:	85895682	RSTYLE
Serial Number:	85895685	RSTYLE.ME
Registration Number:	4197445	STALK

CH $365.00 4472101

CORRESPONDENCE DATA

Fax Number: 2146616844

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.

Phone: 214-953-5987

Email: steicher@jw.com
Correspondent Name: Shannon Zmud Teicher
Address Line 1: 901 Main Street, Suite 6000
Address Line 4: Dallas, TEXAS 75202

ATTORNEY DOCKET NUMBER:	144499.75
NAME OF SUBMITTER:	Shannon Zmud Teicher
SIGNATURE:	/Shannon Zmud Teicher/
DATE SIGNED:	07/08/2015

Total Attachments: 6
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ASSIGNMENT OF MARKS

This ASSIGNMENT OF MARKS is made effective as of June 15, 2015 (the "Effective Date") between rewardstyle, Inc., a Texas corporation, located and doing business at 4514 Travis Street, Suite 330, Dallas, Texas 75205 (the "Assignor"), and rewardStyle, Inc., a Delaware corporation, located and doing business at 4514 Travis Street, Suite 330, Dallas, Texas 75205 (the "Assignee"). Assignor and Assignee are collectively referred to herein as the "Parties."

WITNESSETH:

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to all trademarks and service marks owned by Assignor, including without limitation the trademarks BOUTIQUE, CURRENTLY OBSESSED, LIKE TO KNOW, LIKE TO KNOW IT, LIKE TO KNOW IT DESIGN, LINK NINJA, ENVELOPE DESIGN, MONEY SPOT, PASSPORT, REWARDSTYLE, REWARDSTYLE DESIGN, RSTYLE, RESTYLE.ME, and STALK, as well as the trademarks and service marks set forth in Exhibit "A" attached hereto (collectively, the "Marks"); and

WHEREAS, Assignee desires to acquire from Assignor the entirety of Assignor's right, title and interest in and to the Marks;

NOW, THEREFORE, in consideration of the sum of Ten Dollars (US $10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Assignment. Assignor does hereby, as of the Effective Date, assign, transfer and sell to Assignee all of Assignor's right, title, and interest in and to the Marks, together with (a) all goodwill of the business associated therewith and symbolized thereby, (b) all of Assignor's rights to sue for past, present or future infringement or other violation and to collect all past, present and future damages related thereto, and (c) all of Assignor's rights corresponding to the foregoing throughout the world. The Parties acknowledge that Assignee is a successor to the business of the Assignor or to the portion of the business to which such Marks apply, which business is ongoing and existing.

2. Further Assurances. At the request of Assignee, its successors and/or assigns, Assignor will, without additional consideration, timely execute all papers and perform such other acts as Assignee, its successors or assigns, deem necessary to ensure that Assignee is the sole owner of the entire right, title, and interest in and to the Marks, and to otherwise give full and proper effect to this Assignment of Marks. Assignor further agrees, without additional consideration, to: (a) cooperate with Assignee in the prosecution of any applications for registration of the Marks; and (b) perform such other acts as Assignee may request to obtain, maintain, protect or enforce the Marks.

3. Counterparts. This Assignment may be executed in multiple counterparts, each of which shall be deemed an original for all purposes but all of which when taken together shall constitute a single counterpart instrument.

IN WITNESS WHEREOF, the undersigned have caused this Assignment of Marks to be executed as of the date above first written.

Assignor:
rewardstyle, Inc., a Texas corporation

By: _____

Barter Box
(Printed Name)

CEO
(Title)

Assignee:
rewardStyle, Inc., a Delaware corporation

By: _____

Barter Box
(Printed Name)

CEO
(Title)

EXHIBIT A

Marks

(see attached)

rewardstyle, Inc. Trademark Status Chart

Mark	Country	App. Date	App. No.	Reg. Date	Reg. No.	Goods and/or Services	Next Action Due Date	Next Action Summary
BOUTIQUE	U.S.	10/05/2012	85/746,579	01/21/2014	4,472,101	Class 35 - Promoting the goods of others by providing an embeddable software application that can be viewed on a web page or mobile device and which displays images of products that are purchasable by clicking links that direct end users to retailers sites.	01/21/2019-01/21/2020	8 & 15 Declaration due.
BOUTIQUE	International (Covers European Community)	03/25/2013	1158389	03/25/2013	1158389	Class 35 - Promoting the goods of others by providing an embeddable software application that can be viewed on a web page or mobile device and which displays images of products that are purchasable by clicking links that direct end users to retailers sites.	03/25/2022-03/25/2023	Renewal application due.
currently obsessed	U.S.	11/29/2011	85/483,033	08/28/2012	4,197,444	Class 35 - Web-based service to help style bloggers monetize their content through promoting the goods of others by providing product images and links to connect consumers to products, and that promotes the sale of style apparel and accessories of others.	08/28/2017-02/28/2018	8 & 15 Declaration due.
currently obsessed	International (Covers European Community, Sweden and U.K.)	05/15/2012	1123625	05/15/2012	1123625	Class 35 - Web-based service to help style bloggers monetize their content through promoting the goods of others by providing product images and links to connect consumers to products, and that promotes the sale of style apparel and accessories of others.	05/12/2021-05/12/2022	Renewal application due.
LIKE TO KNOW	U.S.	11/25/2013	86/128,792	02/17/2015	4,689,744	Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	02/17/2020-02/17/2021	8 & 15 Declaration due.
LIKE TO KNOW IT	U.S.	11/25/2013	86/128,789	11/25/2014	4,646,540	Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	11/25/2019-11/25/2020	8 & 15 Declaration due.
LIKE TO KNOW IT	Australia	04/06/2015	1685752			Class 35 - Promoting the goods and services of others; promoting the goods and services of others by providing online applications and web-based links used by	N/A	Awaiting first communication from Trademark Examiner.

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Mark	Country	App. Date	App. No.	Reg. Date	Reg. No.	Goods and/or Services	Next Action Due Date	Next Action Summary
						style blogs to promote the sale of style apparel and accessories of others.		
LIKE TO KNOW IT	China	N/AV	N/AV			Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	N/A	Filed and pending. Awaiting filing particulars.
LIKE TO KNOW IT	European Community	03/24/2015	13871439			Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	N/A	Awaiting first communication from Trademark Examiner.
LIKE TO KNOW IT	U.K.	04/07/2015	3102801			Class 35 - Online promotion of goods and services of others; Online promotion of goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	N/A	Pending.
LIKE*to*KNOW:IT	U.S.	12/10/2013	86/139,210	07/08/2014	4,564,235	Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	07/08/2019-07/08/2020	8 & 15 Declaration due.
LINK NINJA	U.S.	03/08/2012	85/564,172	10/30/2012	4,233,419	Class 42 - Providing a web site featuring technology that enables internet users to create, bookmark, annotate, and publicly share data.	10/30/2017-10/30/2018	8 & 15 Declaration due.
LINK NINJA	European Community	08/29/2012	011147956	01/09/2013	011147956	Class 42 - Providing a web site featuring technology that enables internet users to create, bookmark, annotate, and publicly share data.	01/09/2022-01/09/2023	Renewal application due.
	U.S.	12/11/2013	86/140,983	07/08/2014	4,564,241	Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	07/08/2019-07/08/2020	8 & 15 Declaration due.
MONEY SPOT	U.S.	12/18/2013	86/147,631	11/25/2014	4,646,571	Class 35 - Promoting the goods and services of others; Promoting the goods and services of others by providing online applications and web-based links used by style blogs to promote the sale of style apparel and accessories of others.	11/25/2019-11/25/2020	8 & 15 Declaration due.

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Mark	Country	App. Date	App. No.	Reg. Date	Reg. No.	Goods and/or Services	Next Action Due Date	Next Action Summary
PASSPORT	U.S.	05/23/2013	85/940,462			Class 42 - Software as a service (SAAS) services featuring software that promotes the goods of others by enabling users to curate, categorize, save and publish product images and product information of others in the fields of fashion, home and beauty via the Internet and mobile software applications.	11/26/2015	Statement of Use or 4th extension request due.
rewardStyle	U.S.	08/31/2011	85/411,623	06/05/2012	4,153,222	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	06/05/2017-06/05/2018	8 & 15 Declaration due.
rewardStyle	European Community	07/20/2012	011059631	06/05/2012	011059631	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	06/05/2021-06/05/2022	Renewal application due.
REWARDSTYLE	U.S.	08/31/2011	85/411,633	06/05/2012	4,153,223	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	06/05/2017-06/05/2018	8 & 15 Declaration due.
REWARDSTYLE	Canada	11/09/2012	1601712	03/11/2014	TMA873027	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	03/11/2028-03/11/2029	Renewal application due.
REWARDSTYLE	Brazil	N/AV	840522614			Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	N/A	Pending.
REWARDSTYLE	India	N/AV	2692533			Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	N/A	Pending
REWARDSTYLE	International (Covers Australia, China, Israel and Russian Federation)	08/24/2012	1135383	08/24/2012	1135383	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	08/24/2021-08/24/2022	Renewal application due.
REWARDSTYLE	International (Covers Japan, Norway and South Korea)	11/06/2012	1139768	11/06/2012	1139768	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	11/06/2021-11/06/2022	Renewal application due.
REWARDSTYLE	International (Covers Mexico and Singapore)	06/28/2013	1168706	06/28/2013	1168706	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	06/28/2022-06/28/2023	Renewal application due.

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Mark	Country	App. Date	App. No.	Reg. Date	Reg. No.	Goods and/or Services	Next Action Due Date	Next Action Summary
REWARDSTYLE	International (Covers European Community)	02/29/2012	1119361	02/29/2012	1119361	Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	02/29/2021-02/29/2022	Renewal application due.
REWARDSTYLE	Mexico	01/09/2014	1441107	10/06/2014	1485520	Class 35 - Promotion of products and services of third parties through provision of links web of any fashion to promote the sale of clothing and accessories fashion of third parties.	01/09/2023-01/09/2024	Renewal application due.
RSTYLE	U.S.	04/04/2013	85/895,682			Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	07/21/2015	Statement of Use or 3rd extension request due.
RSTYLE.ME	U.S.	04/04/2013	85/895,685			Class 35 - Promoting the goods and services of others by providing web-based links used by style blogs to promote the sale of style apparel and accessories of others.	07/21/2015	Statement of Use or 3rd extension request due.
STALK	U.S.	11/29/2011	85/483,049	08/28/2012	4,197,445	Class 35 - Promoting the goods and services of others by enabling consumers to connect with, and follow link to online blogs and bloggers.	08/28/2017-08/28/2018	8 & 15 Declaration due.
STALK	International (Covers European Community, Sweden and U.K.)	06/04/2012	1124115	06/04/2012	1124115	Class 35 - Promoting the goods and services of others by enabling consumers to connect with, and follow link to online blogs and bloggers.	06/04/2021-06/04/2022	Renewal application due.

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