

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM377740

|   |  |                       |                            |
|---|--|-----------------------|----------------------------|
| <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>         |
| Hewlett-Packard Development Company, L.P. (composed of HPQ Holdings, LLC, a Delaware limited liability company)   |  | 09/23/2015            | Limited Partnership: TEXAS |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                            |
| <b>Name:</b>  | Blurb, Inc.  |                       |                            |
| <b>Street Address:</b>  | 580 California Street, Suite 300                   |                       |                            |
| <b>City:</b>  | San Francisco                                      |                       |                            |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                            |
| <b>Postal Code:</b>   | 94104  |                       |                            |
| <b>Entity Type:</b>   | Corporation: DELAWARE                              |                       |                            |
| <b>PROPERTY NUMBERS Total: 1</b>  |  |                       |                            |
| <b>Property Type</b>  | <b>Number</b>                                      | <b>Word Mark</b>      |                            |
| <b>Registration Number:</b>   | 3848189  | MAGCLOUD              |                            |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                            |
| <b>Fax Number:</b>  | 6508497400   |                       |                            |
| <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>   | 6508436000   |                       |                            |
| <b>Email:</b>   | trademarks@cooley.com                              |                       |                            |
| <b>Correspondent Name:</b>  | Todd S. Bontemps of Cooley LLP                     |                       |                            |
| <b>Address Line 1:</b>  | 1299 Pennsylvania Avenue, NW, Suite 700            |                       |                            |
| <b>Address Line 4:</b>  | Washington, D.C. 20004-2400                        |                       |                            |
| <b>ATTORNEY DOCKET NUMBER:</b>  | 304721-201   |                       |                            |
| <b>NAME OF SUBMITTER:</b>   | Drue Anne Koons                                    |                       |                            |
| <b>SIGNATURE:</b>   | /Drue Anne Koons/                                  |                       |                            |
| <b>DATE SIGNED:</b>   | 03/23/2016   |                       |                            |
| <b>Total Attachments: 3</b>   |  |                       |                            |
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## Trademark Assignment Form

### TRADEMARK ASSIGNMENT

This Trademark Assignment ("Trademark Assignment") is effective as of the 23<sup>rd</sup> day of September, 2015, between Hewlett-Packard Development Company, L.P. (registered in Delaware), whose registered office is at 1501 Page Mill Road, Palo Alto, California, 94304 USA ("Assignor"), and Blurb, Inc. (registered in Delaware) whose registered office is at 580 California St., Suite 300, San Francisco, CA 94104 USA ("Assignee").

WHEREAS, Assignor holds all right, title, and interest in and to the trademarks and trademark applications and registrations listed below ("the Marks"):

| Mark Name | Country            | Registration Date | Registration Number | Renewal Due Date | Status     | International Classes |
|-----------|--------------------|-------------------|---------------------|------------------|------------|-----------------------|
| MAGCLOUD  | Argentina          | 08 May 2009       | 2.285.338           | 08 May 2019      | Registered | 9                     |
| MAGCLOUD  | Argentina          | 08 May 2009       | 2.285.334           | 08 May 2019      | Registered | 16                    |
| MAGCLOUD  | Argentina          | 08 May 2009       | 2.285.331           | 08 May 2019      | Registered | 35                    |
| MAGCLOUD  | Argentina          | 08 May 2009       | 2.285.328           | 08 May 2019      | Registered | 41                    |
| MAGCLOUD  | Argentina          | 08 May 2009       | 2.285.324           | 08 May 2019      | Registered | 42                    |
| MAGCLOUD  | Australia          | 01 Sep 2008       | 1238073             | 29 Apr 2018      | Registered | 9,16,35,41,42         |
| MAGCLOUD  | Brazil             | 09 Aug 2011       | 900889241           | 09 Aug 2021      | Registered | 9                     |
| MAGCLOUD  | Brazil             |                   |                     |                  | Pending    | 16                    |
| MAGCLOUD  | Brazil             |                   |                     |                  | Pending    | 35                    |
| MAGCLOUD  | Brazil             |                   |                     |                  | Pending    | 42                    |
| MAGCLOUD  | Brazil             |                   |                     |                  | Pending    | 41                    |
| MAGCLOUD  | Canada             | 06 Jun 2011       | TMA799360           | 06 Jun 2026      | Registered | 35,41,42              |
| MAGCLOUD  | China              | 07 Jun 2010       | 6697854             | 06 Jun 2020      | Registered | 9                     |
| MAGCLOUD  | China              | 28 Mar 2010       | 6697855             | 27 Mar 2020      | Registered | 16                    |
| MAGCLOUD  | China              | 07 Sep 2010       | 6697856             | 07 Sep 2020      | Registered | 35                    |
| MAGCLOUD  | China              | 07 Sep 2010       | 6697857             | 07 Sep 2020      | Registered | 41                    |
| MAGCLOUD  | China              | 07 Sep 2010       | 6697858             | 07 Sep 2020      | Registered | 42                    |
| MAGCLOUD  | China              | 14 Jul 2010       | 7026271             | 14 Jul 2020      | Registered | 40                    |
| MAGCLOUD  | European Community | 17 Apr 2009       | 6940423             | 30 Apr 2018      | Registered | 9,16,35,40,41,42      |
| MAGCLOUD  | Israel             | 01 May 2008       | 211086              | 01 May 2018      | Registered | 42                    |
| MAGCLOUD  | Israel             | 06 Dec 2009       | 211081              | 01 May 2018      | Registered | 9                     |

| Mark Name | Country                  | Registration Date | Registration Number | Renewal Due Date | Status     | International Classes |
|-----------|--------------------------|-------------------|---------------------|------------------|------------|-----------------------|
| MAGCLOUD  | Israel                   | 01 May 2008       | 211082              | 01 May 2018      | Registered | 16                    |
| MAGCLOUD  | Israel                   | 01 May 2008       | 211083              | 01 May 2018      | Registered | 35                    |
| MAGCLOUD  | Israel                   | 01 May 2008       | 211084              | 01 May 2018      | Registered | 41                    |
| MAGCLOUD  | Israel                   | 07 Feb 2011       | 224102              | 13 Oct 2019      | Registered | 40                    |
| MAGCLOUD  | Japan                    | 19 Mar 2009       | 5216334             | 19 Mar 2019      | Registered | 9,16,35,40,41,42      |
| MAGCLOUD  | Korea, Republic of (KR)  | 16 Apr 2009       | 45-27224            | 16 Apr 2019      | Registered | 9,16,35,40,41,42      |
| MAGCLOUD  | Malaysia                 | 02 Nov 2007       | 08008414            | 02 Nov 2017      | Registered | 9                     |
| MAGCLOUD  | Malaysia                 | 02 Nov 2007       | 8008415             | 02 Nov 2017      | Registered | 16                    |
| MAGCLOUD  | Malaysia                 | 02 Nov 2007       | 08008416            | 30 Apr 2018      | Registered | 35                    |
| MAGCLOUD  | Malaysia                 | 02 Nov 2007       | 8008417             | 02 Nov 2017      | Registered | 41                    |
| MAGCLOUD  | Malaysia                 | 11 Sep 2008       | 08018416            | 11 Sep 2018      | Registered | 42                    |
| MAGCLOUD  | New Zealand              | 07 Oct 2010       | 788463              | 02 Nov 2017      | Registered | 9                     |
| MAGCLOUD  | New Zealand              | 11 Mar 2010       | 814938              | 02 Nov 2017      | Registered | 16,35,41,42           |
| MAGCLOUD  | Norway                   | 12 Nov 2008       | 248617              | 12 Nov 2018      | Registered | 9,16,35,40,41,42      |
| MAGCLOUD  | Singapore                | 29 Apr 2008       | T0805533Z           | 29 Apr 2018      | Registered | 9,16,35,41,42         |
| MAGCLOUD  | Switzerland              | 30 Apr 2008       | 578047              | 30 Apr 2018      | Registered | 9,16,35,37,40,41,42   |
| MAGCLOUD  | Taiwan                   | 01 May 2009       | 1361433             | 30 Apr 2019      | Registered | 9,16,35,40,41,42      |
| MAGCLOUD  | United States of America | 14 Sep 2010       | 3848189             | 14 Sep 2020      | Registered | 35,40,41,42           |

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks and the applications and registrations thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all rights, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the applications and registrations thereof, including the right to sue and collect damages for past infringements of the Marks.

IN WITNESS THEREOF, the parties hereto have duly executed this Assignment by their authorized representatives.

Hewlett-Packard Development Company,  
L.P.  
Assignor

Blurb, Inc.  
Assignee

Signature: DocuSigned by:  
*Carolyn E. Knecht*

Signature: DocuSigned by:  
*Gene Domecus*

Printed Name: Carolyn E. Knecht

Printed Name: Gene Domecus

Title: Chief Trademark and Copyright Counsel

Title: COO