

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400299

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hipstamatic, LLC		05/16/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Snapchat, Inc.		
Street Address:	63 Market Street		
City:	Venice		
State/Country:	CALIFORNIA		
Postal Code:	90291		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4345533	SNAP	
CORRESPONDENCE DATA			
Fax Number:	4155760300		
<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:	415-576-0200		
Email:	mmartinenko@kilpatricktownsend.com		
Correspondent Name:	Jennifer D. Arkowitz		
Address Line 1:	Kilpatrick Townsend & Stockton LLP		
Address Line 2:	MS:IPDock22, 1100 Peachtree St, Ste 2800		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	1013009		
NAME OF SUBMITTER:	Jennifer D. Arkowitz		
SIGNATURE:	/Jennifer D. Arkowitz/		
DATE SIGNED:	09/29/2016		
Total Attachments: 1			
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OP \$40.00 4345533

EXHIBIT B

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS CONFIRMATORY TRADEMARK ASSIGNMENT (the "Assignment") is effective as of May 13, 2016 (the "Effective Date"), by and between Hipstamatic, LLC, a limited liability company organized and existing under the laws of Delaware with a place of business at 1150 Kirkham Street, San Francisco, California 94112 ("Assignor") and Snapchat, Inc. a corporation organized and existing under the laws of the Delaware, with a place of business at 63 Market Street, Venice, California 90291 ("Assignee").

WHEREAS, Assignor is the record owner of U.S. Registration No. 4345533 for the trademark SNAP (the "Trademark"); and

WHEREAS, pursuant to the Agreement entered into by Assignor and Assignee effective May 13, 2016, the Assignee acquired all rights in and to the Trademark together with the goodwill of the business symbolized thereby; and

WHEREAS, Assignor and Assignee desire to confirm the aforesaid transfer of the Trademark and its associated goodwill;

NOW THEREFORE, in consideration of the foregoing recitals, the mutual covenants and conditions contained herein, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee and its successors and assigns of all rights in and to (i) the Trademark, and (ii) the goodwill of the business symbolized by the Trademarks, and (iii) all rights of action for past, present or future infringements thereof as of the Effective Date.


IN WITNESS WHEREOF, Assignor and Assignee have caused this Confirmatory Trademark Assignment to be duly executed by their respective authorized officers, on the dates indicated below.

HIPSTAMATIC, LLC

SNAPCHAT, INC.

ASSIGNOR

ASSIGNEE

By:  _____

By: _____

Name: Ryan Dorshorst

Name: _____

Title: Co-founder

Title: _____

Date: May 16, 2016

Date: _____