

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM626399

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blurb, Inc.		07/28/2020	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Reischling Press, Inc.		
Street Address:	3325 S.116th Street		
Internal Address:	Suite 161		
City:	Tukwila		
State/Country:	WASHINGTON		
Postal Code:	98168		
Entity Type:	Corporation: WASHINGTON		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	4202165	BLURB	
Registration Number:	3493925	BLURB	
Registration Number:	3152300	BLURB	
Registration Number:	3469269	BLURB	
Registration Number:	4740403	BOOKWRIGHT	
Registration Number:	3848189	MAGCLOUD	
CORRESPONDENCE DATA			
Fax Number:	2155683439		
<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:	215-568-3100		
Email:	bhipdocket@bakerlaw.com		
Correspondent Name:	Kevin M. Bovard		
Address Line 1:	2929 Arch street		
Address Line 2:	Cira Centre, 12th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19104		
ATTORNEY DOCKET NUMBER:	112020.000084		
NAME OF SUBMITTER:	Kevin M. Bovard		
SIGNATURE:	/Kevin M. Bovard/		

CH \$165.00 4202165

DATE SIGNED:

02/16/2021

Total Attachments: 39

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July 28, 2020

Via Electronic Mail

Reischling Press, Inc.
3325 S. 116th St., Suite 161
Tukwila, WA 98168

Dear Reischling Press, Inc.:

This letter agreement (including all exhibits attached hereto, this “**Agreement**”) sets forth the agreement between Blurb, Inc. (“**Assignor**”) and you (“**Assignee**”) with respect to the Acquired Rights (as defined below).

1. Consideration. Reference is made to that certain Asset Purchase Agreement, dated as of July 16, 2020 (including all schedules and exhibits thereto such as that certain General Assignment and Assumption Agreement and Bill of Sale dated as of July 28, 2020, the “**APA**”). This Agreement is made in consideration of the covenants, representations, warranties and mutual agreements set forth herein and in the APA.

2. Transfer. In consideration of the mutual covenants and agreements set forth herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers, conveys, and quitclaims to Assignee, and its successors and assigns, and Assignee hereby accepts, all of Assignor’s right, title, and interest of every kind and nature in and to the Transferred IP (as defined in the APA), including but not limited to the registered trademarks set forth on Exhibit A hereto and the registered copyrights set forth on Exhibit B hereto (collectively, the “**Acquired Rights**”). The Acquired Rights include without limitation any:

- (a) copyrights, patents, trademarks, trade names, and service marks, together with the goodwill of the business connected with the use of, and symbolized by, such marks, whether registered or unregistered, and any exclusive licenses to the same;
- (b) issuances, extensions, and renewals of any registrations and applications related thereto, whether identified in Exhibit A or Exhibit B or thereafter identified;
- (c) claims and causes of action with respect to any of the foregoing, whether accruing before, on, 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, misappropriation, violation, breach, or default; and
- (d) other rights, privileges, and protections of any kind whatsoever of Assignor accruing under any of the foregoing provided at law or in equity throughout the world.

3. Further Assurances. From and after the date hereof, Assignor shall take such steps and actions, without any further consideration, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including after execution of this Agreement, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be necessary to carry out the provisions hereof and give effect to the transactions contemplated by this Agreement.

4. General.

(a) Entire Agreement. This Agreement is ancillary to the APA, and together with the APA constitutes the sole and entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, both written and oral, with respect to such subject matter.

(b) Severability. If any term or provision of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability shall not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction.

(c) Successors and Assigns. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

(d) Governing Law; Venue. All matters arising out of or relating to this Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, regardless of the laws that might otherwise govern under applicable principles of conflict of laws thereof.

(e) Amendment and Modification. This Agreement may only be amended, modified, or supplemented by an agreement in writing signed by each party hereto.

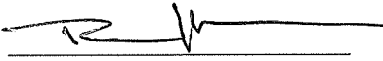
(f) Waiver. No waiver by any party of any of the provisions hereof shall be effective unless explicitly set forth in writing and signed by the party so waiving. Except as otherwise set forth in this Agreement, no failure to exercise, or delay in exercising, any right, remedy, power, or privilege arising from this Agreement shall operate or be construed as a waiver thereof; and any single or partial exercise of any right, remedy, power, or privilege hereunder shall not preclude any other or further exercise thereof or the exercise of any other right, remedy, power, or privilege.

(g) Counterparts. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Agreement delivered by facsimile, email, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Agreement.

(signature page follows)

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the date first above written.

BLURB, INC.

By: 

Name: Rix Kramlich

Title: Chief Executive Officer

By: REISCHLING PRESS, INC.

By: _____

Name: Rick Bellamy

Title: Chief Executive Officer

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the date first above written.

BLURB, INC.

By: _____

Name: Rix Kramlich


Title: Chief Executive Officer

By: REISCHLING PRESS, INC.

By: 

Name: Rick Bellamy

Title: Chief Executive Officer


7/28/2020

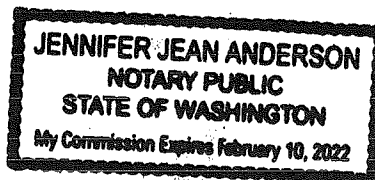


EXHIBIT A

Trademarks

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB	United States	Application No. 85526764	Class 35: On-line retail store services featuring books	Filed Jan-27-2012
		Registration No. 4202165	First Use: May-31-2006 / First Use in Commerce: May-31-2006	Registered Sep-04-2012
				Affidavit of Use Aug-27-2018
BLURB	United States	Application No. 78717627	Class 38: Online communication services, namely, electronic transmission of data, messages, images and documents; providing online chat rooms, bulletin boards and message boards for transmission of messages among users concerning book publishing, printing, and design	Filed Sep-21-2005
		Registration No. 3493925		Registered Aug-26-2008
			First Use: Jul-24-2007 / First Use in Commerce: Jul-24-2007	Affidavit of Use Jul-09-2014
BLURB (Child)	United States	Application No. 78977382	Class 09: Computer software for use in designing, developing, creating and printing books	Filed Feb-27-2004
				Registered

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 3152300	Class 40: printing services and consulting services in the printing industry	Oct-03-2006 Affidavit of Use Oct-02-2012
BLURB (Parent)	United States	Application No. 78375744	Class 41: Consulting services in the publishing industry	Filed Feb-27-2004
		Registration No. 3469269	Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries	Registered Jul-15-2008
			First Use: May-31-2006 / First Use in Commerce: May-31-2006	Affidavit of Use Jul-09-2014
BOOKWRIGHT	United States	Application No. 86210999	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Mar-04-2014
		Registration No. 4740403	First Use: Oct-25-2013 / First Use in Commerce: Oct-25-2013	Registered May-19-2015
MAGCLOUD	United States	Application No. 77320461	Class 35: Retail services, namely, online retail store services featuring magazines	Filed Nov-02-2007

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 3848189	Class 40: Printing services; electronic printing services, namely, print-on-demand services Class 41: Publishing services, namely, publishing of magazines of others; electronic publishing services, namely, digitizing of publications into electronic format; publication of electronic magazines Class 42: Website services, namely, hosting a website for independent publishers and content creators where they can publish, print and sell their publications First Use: May-31-2008 / First Use in Commerce: May-31-2008	Registered Sep-14-2010 Affidavit of Use Sep-08-2016
MAGCLOUD	Argentina	Application No. 2821275 Registration No. 2285338	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others	Filed May-02-2008 Registered May-08-2009
MAGCLOUD	Argentina	Application No. 2821276	Class 16: Publications	Filed May-02-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 22853334		Registered May-08-2009
MAGCLOUD	Argentina	Application No. 2821277 Registration No. 2285331	Class 35: Advertising services; subscription services; retail services; online and mail order services	Filed May-02-2008 Registered May-08-2009
MAGCLOUD	Argentina	Application No. 2821278 Registration No. 2285328	Class 41: Printing services; publishing services; electronic printing and publishing services; publication of electronic magazines	Filed May-02-2008 Registered May-08-2009
MAGCLOUD	Argentina	Application No. 2821279 Registration No. 2285324	Class 42: Providing a website featuring publications of others; website services; computer services	Filed May-02-2008 Registered May-08-2009
BLURB	Australia	Application No. 1105144 Registration No. 1105144	Class 09: Computer software for use in designing, developing, creating, publishing and printing books Class 40: Printing services and consulting services in the printing industry	Filed Mar-23-2006 Registered Oct-30-2006

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB BOOKSMART	Australia	Application No. 1104120 Registration No. 1104120	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Mar-17-2006 Registered Jul-26-2006
BLURB BOOKWRIGHT	Australia	Application No. 1618684 Registration No. 1618684	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-23-2014 Registered Oct-02-2014
BOOKIFY	Australia	Application No. 1125757 Registration No. 1125757	Class 09: computer software for use in designing, developing, creating, publishing and printing books Class 38: Communication services; electronic transmission of data, messages, images and documents. Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries	Filed Jul-26-2006 Registered Jul-16-2007

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Australia	Application No. 1238073 Registration No. 1238073	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others Class 16: Publications Class 35: Advertising services; subscription services; retail services; online and mail order services	Filed Apr-29-2008 Registered Sep-01-2008
BLURB (Refile)	Brazil	Application No. 903698072 Registration No. 903698072	Class 41: Printing services; publishing services; electronic printing and publishing services; publication of electronic magazines Class 42: Providing a website featuring publications of others; website services; computer services Class 09: Computer software for use in designing, developing, creating and printing books	Filed May-31-2011 Registered Aug-19-2014

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB (Refile)	Brazil	Application No. 903698099 Registration No. 903698099	Class 38: Online communication services, namely, transmission of date, messages, images and documents; providing chat rooms online, message blocks for message transmission between users about editing, publishing, printing and writing books	Filed May-31-2011 Registered May-03-2016
MAGCLOUD	Brazil	Application No. 900889241 Registration No. 900889241	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of third parties; computer software; computer hardware; peripherals for computers, electronic publications, electronic publications of third parties	Filed May-02-2008 Registered Aug-09-2011
MAGCLOUD	Brazil	Application No. 900889250 Registration No. 900889250	Class 16: Publications	Filed May-02-2008 Registered Sep-14-2010
MAGCLOUD	Brazil	Application No. 900889284 Registration No. 900889284	Class 35: Advertising services, subscription services, retail services, ordering services via on-line and via mail	Filed May-02-2008 Registered Aug-02-2011
MAGCLOUD	Brazil	Application No. 900889322	Class 41: Printing services, publishing services, printing services and electronic publication;	Filed May-02-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 900889322	publication of electronic magazines	Registered Aug-16-2011
MAGCLOUD	Brazil	Application No. 900889349 Registration No. 900889349	Class 42: Providing of websites making available publishing of others; website services; computer services	Filed May-02-2008 Registered Sep-14-2010
BLURB	Canada	Application No. 1228548 Registration No. TMA708712	Goods: Computer software for use in designing, developing, creating and printing books Services: Publication of books; on-line publication services, namely offering web based solutions for designing, developing, creating and distributing printed and digital books by others; web based repository services, namely providing online facilities for storage and access to digital documents, images, text, information and artifacts; printing services; design and consulting services in the publishing, publishing software and printing industries	Filed Aug-27-2004 Registered Mar-04-2008
BLURB BOOKSMART	Canada	Application No. 1363711	Goods: Computer software for use in designing, developing, creating, publishing and printing books	Filed Sep-14-2007 Registered

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. TMA754532		Dec-03-2009
BLURB BOOKWRIGHT	Canada	Application No. 1673814 Registration No. TMA966261	Goods: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-23-2014 Registered Mar-21-2017
BOOKIFY	Canada	Application No. 1363715 Registration No. TMA787540	Goods: Communication services, namely, electronic transmission of data, messages, images and documents received from customers to said customers in a specified format; computer software design for others, and consulting in the field of computer software design; document data transfer from one computer format to another; graphic and textual design services in the publishing and printing industries	Filed Sep-14-2007 Registered Jan-17-2011
MAGCLOUD	Canada	Application No. 1393131 Registration No. TMA799360	Services: Retail services, namely, online retail store services featuring magazines; publishing services, namely, publishing of magazines of others; electronic printing and publishing services, namely, digitizing of publications into electronic format; publication of electronic magazines; website services, namely, hosting a website for independent publishers and content creators where they publish, print and sell their publications	Filed Apr-28-2008 Registered Jun-06-2011

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB	China	Application No. 6274068 Registration No. 6274068	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Sep-13-2007 Registered Jan-28-2011
BLURB	China	Application No. 6274067 Registration No. 6274067	Class 40: Printing services and consulting services in the printing industry	Filed Sep-13-2007 Registered Jan-07-2014
BLURB	China	Application No. 6274433 Registration No. 6274433	Class 42: Computer software design and consulting services; operation, maintenance and updating of internet websites and website portals for use by others; computer programming; computer system design; updating computer software in the field of designing, formatting, printing, and creating books; maintenance of computer software in the field of designing, formatting, printing and creating books	Filed Sep-13-2007 Registered Jan-28-2011
BLURB BOOKWRIGHT	China	Application No. 14448346 Registration No. 14448346	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-24-2014 Registered Jun-07-2015

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BOOKIFY	China	Application No. 9124367 Registration No. 9124367	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Feb-16-2011 Registered Feb-21-2012
BOOKIFY	China	Application No. 9124366 Registration No. 9124366	Class 42: Computer software design; Computer software consulting services; Computer programming for use in designing, developing, creating and printing books; Computer system design for use in designing, developing, creating and printing books; Updating of computer software used for formatting, graphics and textual design services in the publishing and printing industries; Maintenance of computer software used for formatting, graphics and textual design services in the publishing and printing industries	Filed Feb-16-2011 Registered May-07-2012
MAGCLOUD	China	Application No. 6697854 Registration No. 6697854	Class 09: Computer software (already recorded); computer hardware; computer peripherals; computer operating programs recorded; recorded computer programs (programs); computer programs (downloadable software); electronic publications (downloadable); computer	Filed May-04-2008 Registered Jun-07-2010
MAGCLOUD	China	Application No. 6697855	Class 16: Printed publications	Filed May-04-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 6697855		Registered Mar-28-2010
MAGCLOUD	China	Application No. 6697856	Class 35: Advertising; newspaper subscriptions (for others); for others scheduled telecommunications services; marketing for others; procurement for others (for other companies to purchase goods or services); for the purpose of retail display of goods on communications media; online advertising on data communication networks; direct mail advertising	Filed May-04-2008 Registered Sep-07-2010
MAGCLOUD	China	Application No. 7026271	Class 40: Printing; electronic printing services, namely, on-demand printing services; Movie film developing; pattern printing; photographic negatives wash; photographic prints; gravure printing; offset printing; photographic typesetting; color separation	Filed Oct-29-2008 Registered Jul-14-2010
MAGCLOUD	China	Application No. 6697857	Class 41: Publication of electronic books and magazines online; electronic desktop publishing; providing online electronic publications (non-downloadable); book publishing; publishing (except advertising volumes); text publishing (except advertising brochure)	Filed May-04-2008 Registered Sep-07-2010
MAGCLOUD	China	Application No. 6697858	Class 42: Create and maintain Web sites for others; computer software maintenance; computer systems analysis; computer system design; computer program	Filed May-04-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 6697858	to copy; computer hardware consultancy; computer software upgrades; computer software design; recovery of computer data; computer programming; computer program to copy; managed computer station (site); converting the physical data and documents into electronic media; computer software installation; computer software consulting	Registered Sep-07-2010
BLURB	European Union	Application No. 4984985 Registration No. 4984985	<p>Class 09: Computer software for use in designing, developing, creating, publishing and printing books</p> <p>Class 40: Printing services and consulting services in the printing industry; custom production, setting, printing, binding and finishing of books</p> <p>Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries; design of books to custom; application service provider services; providing temporary use of on-line non-downloadable software in the field of designing, formatting, printing and creating books; provision of technical assistance and support services (including by telephone) in the fields of designing, formatting, printing and creating books, and the use of software therefor; operation, maintenance and updating of Internet websites and website portals for use by</p>	<p>Filed Mar-29-2006</p> <p>Registered Nov-29-2007</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			others; licensing of computer software and other intellectual property or proprietary materials	
BLURB BOOKSMART	European Union	Application No. 4966768	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Mar-19-2006
		Registration No. 4966768	Class 40: Printing services and consulting services in the printing industry	Registered Apr-10-2007
			Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries	
BLURB BOOKWRIGHT	European Union	Application No. 12819868	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-25-2014
		Registration No. 12819868	Class 40: Printing services and consulting services in the printing industry; custom production, setting, printing, binding and finishing of books	Registered Sep-09-2014
			Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries; design of books to custom; application service provider services; providing temporary use of on-line non-downloadable software in the field of designing,	

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BOOKIFY	European Union	Application No. 5234761 Registration No. 5234761	formatting, printing and creating books; provision of technical assistance and support services (including by telephone) in the fields of designing, formatting, printing and creating books, and the use of software therefor; operation, maintenance and updating of Internet websites and website portals for use by others; licensing of computer software and other intellectual property or proprietary materials.	Filed Aug-01-2006
			Class 09: Computer software for use in designing, developing, creating, publishing and printing books Class 38: Communication services; electronic transmission of data, messages, images and documents Class 40: Printing services and consulting services in the printing industry; custom production, setting, printing, binding and finishing of books	Registered Sep-06-2007
			Class 42: Computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries; design of books to custom; application service provider services; providing temporary use of on-line non-downloadable software in the field of designing,	

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	European Union	Application No. 006940423 Registration No. 006940423	<p>formatting, printing and creating books; provision of technical assistance and support services (including by telephone) in the fields of designing, formatting, printing and creating books, and the use of software therefor; operation, maintenance and updating of Internet websites and website portals for use by others; licensing of computer software and other intellectual property or proprietary materials</p> <p>Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others</p> <p>Class 16: Publications</p> <p>Class 35: Advertising services; subscription services; retail services and online and mail order services in regard to products belonging to classes 9 and 16</p> <p>Class 40: Printing services</p> <p>Class 41: Printing services; publishing services; electronic printing and publishing services; publication of electronic magazines</p>	<p>Filed Apr-30-2008</p> <p>Registered Apr-17-2009</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			Class 42: Providing a website featuring publications of others; computer services	
BLURB	India	Application No. 2109174 Registration No. 2109174	Class 09: Computer software for use in designing, developing, creating and printing books services	Filed Mar-03-2011 Registered Dec-22-2012
BLURB	India	Application No. 2109175 Registration No. 2109175	Class 38: Online communication services, namely, electronic transmission of data, messages, images and documents; providing online chat rooms, bulletin boards and message boards for transmission of messages among users concerning book publishing, printing, and design	Filed Mar-03-2011 Registered Sep-12-2016
BLURB BOOKWRIGHT	India	Application No. 2724387 Registration No. 2724387	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-24-2014 Registered Aug-23-2016
BLURB BOOKWRIGHT	Indonesia	Application No. D002014032446	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Jul-04-2014 Registered

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. IDM000544633		Sep-13-2016
MAGCLOUD	Israel	Application No. 211081	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others	Filed May-01-2008
		Registration No. 211081		Registered Feb-07-2010
MAGCLOUD	Israel	Application No. 211082	Class 16: Publications	Filed May-01-2008
		Registration No. 211082		Registered Dec-06-2009
MAGCLOUD	Israel	Application No. 211083	Class 35: Advertising services; subscription services; Online retail store relating to magazines, books, newsletters, periodicals and documents	Filed May-01-2008
		Registration No. 211083		Registered Mar-10-2010
MAGCLOUD	Israel	Application No. 224102	Class 40: Printing services and electronic printing services	Filed Oct-13-2009
		Registration No. 224102		Registered Feb-06-2011

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Israel	Application No. 211084	Class 41: Publishing services; publication of electronic magazines	Filed May-01-2008
		Registration No. 211084		Registered Mar-10-2010
MAGCLOUD	Israel	Application No. 211086	Class 42: Providing a website featuring publications of others; website services; computer services	Filed May-01-2008
		Registration No. 211086		Registered Feb-07-2010
BLURB	Japan	Application No. 200791696	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Aug-24-2007
		Registration No. 5306635	Class 40: Book printing; consulting relating to printing	Registered Mar-05-2010
			Class 41: Production of books	
			Class 42: Computer software design; consulting relating to computer software design; designing of printed matter; providing computer software programs using telecommunication; explanation of the method	

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB BOOKWRIGHT	Japan	Application No. 201432170 Registration No. 5699617	of use and operation of software used in the designing of printed matter and production of books (including by telephone); designing, creating, maintaining and updating portal web sites and other Internet web sites Class 09: Computer software for use in designing, developing, creating, publishing and printing books; electronic machines, apparatus and their parts	Filed Apr-24-2014 Registered Sep-05-2014
BOOKIFY	Japan	Application No. 20119673 Registration No. 5482110	Class 09: Computer software for use in designing, developing, creating, publishing and printing books; other electronic machines, apparatus and their parts Class 41: Publication of electronic books on-line; publication of books for others through the internet Class 42: Application service provider (ASP) featuring software for use in designing, developing, creating and printing books; computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries; designing ; computer software; technical advice relating to performance, operation, etc. of computers, automobiles and other machines that require high levels of personal knowledge; skill or	Filed Feb-14-2011 Registered Mar-30-2012

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Japan	Application No. 2008033987 Registration No. 5216334	<p>experience of the operators to meet the required accuracy in operating them; rental of computers; providing computers programs</p> <p>Class 09: Computer software for sharing, printing and publishing and creating an electronic publication of others, computer software, computer hardware, computer peripherals, electronic publications, electronic publications that can be downloaded through the Internet</p> <p>Class 16: Publications</p> <p>Class 35: Advertising, advertising online in a computer network, brokerage of subscription of newspapers, magazines, periodicals and books, online communication sales of goods by through the Internet brokerage, providing information about the sale of goods online, newspapers, magazines, provision of benefits to customers, which is performed in the business of retail or wholesale of periodicals and books</p> <p>Class 40: Print</p> <p>Class 41: Production of books, newspapers,</p>	<p>Filed Apr-30-2008</p> <p>Registered Mar-19-2009</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			magazines, periodicals, production of books and periodicals online, providing of electronic publications Class 42: Hosting of web site featuring the publication of others	
MAGCLOUD	Malaysia	Application No. 08008414 Registration No. 08008414	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others	Filed Apr-30-2008 Registered Mar-02-2010
MAGCLOUD	Malaysia	Application No. 08008415 Registration No. 08008415	Class 16: Printed publications	Filed Apr-30-2008 Registered Jan-06-2010
MAGCLOUD	Malaysia	Application No. 08008416 Registration No. 08008416	Class 35: Advertising services; subscription services related to purchasing and subscribing to magazines online; retailing services connected to publishing, printing and distributing magazines; online and mail order services	Filed Apr-30-2008 Registered Feb-23-2011
MAGCLOUD	Malaysia	Application No.	Class 41: Printing services; publishing services;	Filed Apr-30-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		08008417 Registration No. 08008417	electronic printing and publishing services; publication of electronic magazines	Registered Jan-28-2010
MAGCLOUD	Malaysia	Application No. 08018416 Registration No. 08018416	Class 42: Creating, hosting and maintaining a website featuring publications of others; website services; computer services	Filed Sep-11-2008 Registered Dec-16-2010
BLURB	New Zealand	Application No. 745039 Registration No. 745039	Class 09: Computer software for use in designing, developing, creating, publishing and printing books Class 40: Printing services and consulting services in the printing industry	Filed Mar-23-2006 Registered Sep-28-2006
BLURB BOOKSMART	New Zealand	Application No. 744688 Registration No. 744688	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Mar-17-2006 Registered Sep-21-2006
BOOKIFY	New Zealand	Application No. 752015	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Jul-26-2006

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
		Registration No. 752015	Class 38: Communication services; electronic transmission of data, messages, images and documents; advisory, consultancy and information services in this class for all the aforesaid services Class 42: Computer software design and consulting services; formatting graphics and textual design services in the publishing and printing industries	Registered Feb-01-2007
MAGCLOUD	New Zealand	Application No. 788463 Registration No. 788463	Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others	Filed Apr-30-2008 Registered Oct-07-2010
MAGCLOUD	New Zealand	Application No. 814938 Registration No. 814938	Class 16: Publications Class 35: Advertising services; subscription services; retail services; online and mail order services Class 41: Printing services; publishing services; electronic printing and publishing services; publication of electronic magazines	Filed Apr-30-2008 Registered Mar-11-2010

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Norway	Application No. 200805525 Registration No. 248617	<p>Class 42: Website services, namely, hosting a website for independent publishers and content creators where they can publish, print and sell their publications</p> <p>Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications; electronic publications of others</p> <p>Class 16: Publications</p> <p>Class 35: Advertising services; subscription services; retail services in connection with the products; online and mail order services in connection with the products belonging</p> <p>Class 40: Printing services; electronic printing services; publication of electronic magazines</p> <p>Class 41: Publishing services; electronic publishing services; publication of electronic magazines</p> <p>Class 42: Providing a website featuring publications</p>	<p>Filed Apr-30-2008</p> <p>Registered Nov-12-2008</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Singapore	Application No. T0805533Z Registration No. T0805533Z	<p>of others; website services; computer services</p> <p>Class 09: Computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; electronic publications (downloadable); electronic publications of others (downloadable)</p> <p>Class 16: Publications</p> <p>Class 35: Advertising services; subscription services; retail services; the bringing together, for the benefit of others, of a variety of goods (excluding the transport thereof), enabling customers to conveniently view and purchase those goods from a general merchandise catalogue by mail order or by means of telecommunications</p> <p>Class 41: Printing services; publishing services; electronic printing and publishing services; publication of electronic magazines (non-downloadable)</p> <p>Class 42: Website services, namely creating and maintaining websites for others; hosting computer sites (websites) featuring publications of others;</p>	<p>Filed Apr-29-2008</p> <p>Registered Aug-15-2008</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB	South Korea	Application No. 4520070003696 Registration No. 450024553	computer services Class 09: Computer software for use in designing, developing, creating, publishing and printing books Class 35: Customer assistance in the field of book design and publication Class 40: Printing services and consulting services in the printing industry, book cover and dustjacket design services Class 41: Book publication Class 42: Computer software design and consulting services, formatting graphics and textual design services in the publishing and printing industry; design of books to custom; providing/leasing application program via internet; providing temporary use of online non-downloadable software in the field of designing, formatting, printing and creating books; provision of technical assistance and support services (including by telephone) in the field of designing formatting, printing and creating book operation/maintenance/updating of internet websites for use by others; operation/maintenance/updating of	Filed Aug-24-2007 Registered Sep-08-2008

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			internet portals for use by others	
BLURB BOOKWRIGHT	South Korea	Application No. 4020140029427 Registration No. 401089429	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-30-2014 Registered Feb-24-2015
BOOKIFY	South Korea	Application No. 4520110000640 Registration No. 450039483	Class 09: Computer software for use in designing, developing, creating, publishing and printing books Class 42: Application service provider (ASP) featuring software for use in designing, developing, creating and printing books; computer software design and consulting services; formatting, graphics and textual design services in the publishing and printing industries	Filed Feb-17-2011 Registered Apr-20-2012
MAGCLOUD	South Korea	Application No. 4520080001893 Registration No. 4527224	Class 09: Recorded computer software for creating, publishing, printing and sharing electronic publications of others; computer software; computer hardware; computer peripherals; downloadable electronic publications Class 16: Publications	Filed Apr-30-2008 Registered Apr-16-2009

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			<p>Class 35: Publication advertisement services, advertisement services by advertising tops, advertisement services using balloons, radio advertising services, wireless communication advertisement services, banner advertisement services, advertisement services using sandwich men billboards, newspaper advertisement services, news magazine advertisement services, film advertising services, outdoor advertising services, direct mail advertising services, mail order advertising services, advertisement services using mobile phones, advertisement services using electric billboards, advertisement services using internet and electric media, online advertisement services using computer network, television advertising services; subscription arranging services of newspaper, subscription arranging services of publications; downloadable electronic publications retail services; online and mail order administration services</p> <p>Class 40: Printing services; electronic printing services</p> <p>Class 41: Publication of texts (other than publicity texts), publication of textbooks/books/magazines, publication of teaching materials, publication of newspapers, publication of musical scores, publication</p>	

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			<p>services of on-line electronic books and magazines (read only), publication of journals, electronic desktop publishing services, publication of periodicals, publication of study books; publication of electronic magazines</p> <p>Class 42: Hosting services of website featuring publications of others; website development services, website management services, website design services, website maintenance services, website production and maintenance agency services, website hosting services, hosting services of website providing downloadable electronic publications; analysis services related to computer; consulting services related to computer; research services related to computer; advice services related to computer; computer rental services; computer software development services; computer software rental services; computer software design services; computer software consulting services; computer software planning services; computer software installation services; computer software repair services; computer software updating services; computer software research services; maintenance services of computer software; computer hardware development services; computer hardware design services; computer hardware consulting services</p>	

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
BLURB	Switzerland	Application No. 593782014 Registration No. 667639	<p>Class 09: Computer software for use in designing, developing, creating, publishing and printing books</p> <p>Class 40: Printing services and consulting services in the printing industry; custom production, setting, printing, binding and finishing of books</p> <p>Class 41: Textual design services in the publishing and printing industries</p> <p>Class 42: Computer software design and consulting services; graphic design of books to custom; application service provider services; providing temporary use of on-line non-downloadable software in the field of designing, formatting, printing and creating books; provision of technical assistance and support services (including by telephone) relating to designing, formatting, printing and creating books in the field of information technology, and the use of software therefor; operation, maintenance and updating of Internet websites and website portals for use by others</p> <p>Class 45: Licensing of computer software and other intellectual property or proprietary materials</p>	<p>Filed Aug-12-2014</p> <p>Registered Dec-22-2014</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
MAGCLOUD	Switzerland	Application No. 555732008 Registration No. 578047	<p>Class 09: Software computer for creating, publishing, printing and dividing of publications electronic of third party; computer software; computer equipment; peripheral devices for computers; electronic publications downloadable; publications electronic of third party (downloaded)</p> <p>Class 16: Printed publications</p> <p>Class 35: Services of advertising; subscriber services; retailing; sale to retail by correspondence and by means of a network global of computers (Internet)</p> <p>Class 37: Installations, integration and maintenance of computers</p> <p>Class 40: Services of printing; services of electronic printing</p> <p>Class 41: Publication services; electronic publication services; publication of e-zines</p> <p>Class 42: Hosting of Internet Sites representing of</p>	<p>Filed Apr-30-2008</p> <p>Registered Oct-20-2008</p>

MARK	COUNTRY	APPLICATION/ REGISTRATION NO.	GOODS/SERVICES	STATUS
			publications of third party; services of sites internet, namely creation and maintenance of websites for the third party; services of computers, namely designing, development, installation, integration and maintenance of software	
BLURB BOOKWRIGHT	Taiwan	Application No. 103023012 Registration No. 1678569	Class 09: Computer software for use in designing, developing, creating, publishing and printing books	Filed Apr-24-2014 Registered Dec-01-2014
MAGCLOUD	Taiwan	Application No. 097020769 Registration No. 1361433	Class 09: Electrical and scientific apparatus Class 16: Paper goods and printed matter Class 35: Advertising and business services Class 40: Material treatment services Class 41: Education and entertainment services Class 42: Scientific and technological services	Filed May-02-2008 Registered May-01-2009

EXHIBIT B

Copyrights

TITLE/ WORK	COUNTRY	APPLICATION/ REGISTRATION NO.	HISTORY AND STATUS
Blurb Booksmart Computer Program	United States	Registration No. TX7331625	Effective Date of Copyright Registration Jun-26-2009
BlurbMobile Computer Program	United States	Application No. 1737998181 Registration No. TX7518048	Effective Date of Copyright Registration Mar-16-2012
Bookify Computer Program	United States	Application No. 1737998198 Registration No. TX7518243	Effective Date of Copyright Registration Mar-16-2012