

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
IDEO LLC		07/21/2009	LIMITED LIABILITY COMPANY: MICHIGAN
RECEIVING PARTY DATA			
Name:	Shopwell Solutions, Inc.		
Street Address:	100 Forest Avenue		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94301		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77574182	SHOPWELL	
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6508435000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd Bontemps c/o Cooley Godward Kronish		
Address Line 1:	777 6th Street, NW, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001		
ATTORNEY DOCKET NUMBER:	311998-100		
NAME OF SUBMITTER:	Todd Bontemps		
Signature:	/Todd Bontemps/		
Date:	09/25/2009		

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Total Attachments: 1
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TRADEMARK ASSIGNMENT
[For Recordal]

This Trademark Assignment (“Assignment”) is made as of this 21st day of July 2009, by and between IDEO LLC, a Michigan limited liability company (“Assignor”), and ShopWell Solutions, Inc., a Delaware corporation, headquartered at 100 Forest Avenue, Palo Alto, CA 94301 (“Assignee”).

WHEREAS, Assignor is the owner of the SHOPWELL trademark and the US Trademark Application therefor (Serial No. 77/574,182) covering “Online advisory services, namely, providing consumer information in the field of food and nutrition to allow consumers to establish food and nutrition preferences and facilitate shopping” (hereafter “the Mark”); and

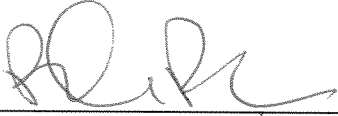
WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in the Mark together with the goodwill associated therewith; and

WHEREAS, Assignor wishes to assign to Assignee all right, title and interest to the Mark as well as that portion of its business in connection with which Assignor has a *bona fide* intent to use the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee any and all right, title and interest which it may have in and to the Mark together with the goodwill of that portion of the business symbolized by the Mark and that portion of Assignor’s business in connection with which it has a *bona fide* intent to use the Mark and the right to sue for past infringement of the Mark.

IN WITNESS WHEREOF, Assignor has executed this Assignment and caused the same to be duly delivered on its behalf on the day and year first set forth above.

For And On Behalf of IDEO, LLC
Assignor

By: 
Name: BRENDAN BURKE
Title: PARTNER
Date: JULY 21, 2009