

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Wize, Inc.		06/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Wize Technologies, Inc.		
Street Address:	1300 South El Camino Real		
Internal Address:	6th Floor		
City:	San Mateo		
State/Country:	CALIFORNIA		
Postal Code:	94402		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3393040	WIZE	
Registration Number:	3469775	WIZERANK	
CORRESPONDENCE DATA			
Fax Number:	(408)998-4790		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	trademark@hopkinscarley.com		
Correspondent Name:	Gail M. Hashimoto c/o Hopkins & Carley		
Address Line 1:	70 So. First St.		
Address Line 2:	The Letitia Bldg.		
Address Line 4:	San Jose, CALIFORNIA 95113		
ATTORNEY DOCKET NUMBER:	25040-005		
NAME OF SUBMITTER:	Noelle D. Azzopardi		
Signature:	/ndazzopardi/		

OP \$65.00 3393040

Date:

07/08/2010

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, Wize, Inc., a corporation of the State of Delaware, having a place of business at 1110 Burlingame Ave., Suite 300, Burlingame, CA 94101 (“Assignor”) is the owner of the trademarks, service marks, trade names, and domain names, listed on Attachment A (the “Trademarks”);

WHEREAS, Wize Technologies, Inc., a corporation of the state of Delaware, having a place of business at 1300 So. El Camino Real, 6th Floor, San Mateo, CA 94402 (“Assignee”) is desirous of acquiring all right, title and interest in and to the foregoing Trademarks, together with the goodwill of the business with which the Trademarks have been used and which are symbolized by the Trademarks, and the right of recovery in all legal actions based on such Trademarks;

WHEREAS, Assignor and Assignee are entering into an Asset Purchase Agreement effective July 1, 2010, whereby all right, title and interest in and to the Trademarks, together with the goodwill of the business with which the Trademarks have been used and which is symbolized by the Trademarks, and the right of recovery in all legal actions based on such Trademarks are being transferred and assigned to Assignee;

NOW, THEREFORE, in consideration of the foregoing, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer and sell unto Assignee, its successors, legal representatives and assigns, Assignor’s entire right, title and interest in and to the Trademarks, together with the goodwill of the business in connection with which such Trademarks have been used and which is symbolized by the Trademarks, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, and further, all rights and privileges pertaining to the Trademarks, including the right to pursue all actions based on such Trademarks and to recover for past, present and future infringement of or violations of law relating to said Trademarks, the same to be held and enjoyed by the Assignee and its legal representatives, successors and assigns, for its own use and enjoyment, and for the use and enjoyment of its assigns, successors, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN TESTIMONY WHEREOF, Assignor has caused this Trademark Assignment to be signed, as of this 30th day of June, 2010.

Wize, Inc.

By: [Signature]

Name: Thomas Peterson

Title: CEO + Pres

State of California)
)ss.
County of San Mateo)

Before me this 30th day of June, 2010 personally appeared Thomas Peterson, known to me to be the person whose name is subscribed to the foregoing Trademark Assignment and acknowledged that he executed the same as his free act and deed for the purposes therein contained.

[Signature]



Attachment A

1. Registered trademarks and logos:

Country	Trademark	App. No. and Date	Reg. No. and Date	Services	Next Deadlines
U.S.	WIZE	78/736,147, filed 10/19/2005	3,393,040, registered 03/04/2008	Providing consumer product information via the Internet; providing online information regarding market research and ratings for consumer products and services via the Internet, in Class 35	Affidavit of Use due 3/4/14 Renewal due 03/04/2018
U.S.	WIZERANK	78/952,246, filed 08/15/2006	3,469,775, registered 07/15/2008	Providing consumer product information via the Internet; providing online information regarding market research and ratings for consumer products and services via the Internet, in Class 35	Affidavit of Use due 7/15/14 Renewal due 07/15/2018

2. Common Law Trademarks

Get Wise Before You Buy
 Reporting the best & worst products
 Wise Choice Awards
 Unwise Choice Awards
 Wise Widgets
 Powered by Wise



3. Domain Names

	Name	Expiration Date
1.	Wize.com	1.10.16
2.	Wize.in	3.29.12
3.	Wize.co.in	3.29.12
4.	WizeRank.com	6.28.11
5.	WizeRank.net	6.28.11
6.	WizeRank.org	1.8.11
7.	WizeRank.info	6.28.11
8.	WizeRank.biz	6.27.11

9.	WizeRank.co.uk	3.29.11
10.	WizeRank.de	3.29.11
11.	WizeRank.cn	3.29.12
12.	WizeRank.com.cn	3.29.12
13.	WizeRank.in	3.29.12
14.	WizeRank.co.in	3.29.12
15.	WizeReviews.com	3.29.12
16.	WizeReviews.net	3.29.12
17.	WizeReviews.org	1.8.11
18.	WizeReviews.co.uk	3.29.11
19.	WizeReviews.cn	3.29.12
20.	WizeReviews.com.cn	3.29.12
21.	WizeReviews.de	3.29.11
22.	WizeReviews.in	3.29.12
23.	WizeReviews.co.in	3.29.12
24.	WiseRank.org	1.8.11
25.	WiseRank.co.uk	3.29.11
26.	WiseRank.de	3.29.11
27.	WiseRank.cn	3.29.11
28.	WiseReviews.co.uk	3.29.11
29.	WiseReviews.de	3.29.11
30.	InternationalTravelGPS.com	9.17.11
31.	InternationalTravelGPS.net	9.17.11
32.	WizeChoice.net	8.1.11
33.	WizeChoiceAwards.com	8.1.11
34.	WizeChoiceAwards.net	8.1.11