

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Tapioca Mobile Inc.		04/06/2010	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	QUALCOMM Incorporated		
<b>Street Address:</b>	5775 Morehouse Drive		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92121		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77315370	MSNACK	
<b>Serial Number:</b>	77160457	TAPIOCA MOBILE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)857-6395		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2027158411		
<b>Email:</b>	koines.kristen@arentfox.com		
<b>Correspondent Name:</b>	N. Christopher Norton, Esq.		
<b>Address Line 1:</b>	1050 Connecticut Ave., NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	032592.00000-TAPIOCA		
<b>NAME OF SUBMITTER:</b>	N. Christopher Norton		
<b>Signature:</b>	/N. Christopher Norton/		

OP \$65.00 77315370

Date:

06/21/2010

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT ("Assignment") dated April 6, 2010 is made by Tapioca Mobile Inc., a California corporation having its principal place of business located at 7220 Trade Street, Suite 305, San Diego, CA 92121 ("Assignor"), to QUALCOMM Incorporated, a Delaware corporation having its principal place of business located at 5775 Morehouse Drive, San Diego, California 92121 ("Assignee").

Assignor is the owner of the trademarks, service marks and logos identified in Exhibit A, and owns all right, title and interest in, to and under the registrations and applications for registrations for such trademarks, service marks and logos (collectively, the "Marks").

Assignee desires to own Assignor's entire right, title and interest to the Marks.

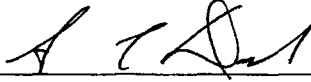
NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

Assignor hereby assigns to Assignee, Assignor's entire right, title, and interest, in and to the Marks, and their related registrations, together with any and all of the goodwill of the business symbolized by and associated with the Marks, and all income, royalties, fees, damages, and payments now or hereafter due or payable with respect thereto, and all rights of actions, powers and benefit to the Marks, due or accrued, and including the right to sue for and recover in the Assignee's own name and that of its successors and assigns and other legal representatives all remedies of every nature, including without limitation rights to injunctive relief, damages, profits, royalties, costs and attorney fees, arising out of any infringement of the Marks, or injury to the related goodwill, occurring prior to or after the date of this Assignment.

Assignor agrees that, upon request and without further compensation, Assignor and Assignor's legal representatives and assigns will do all lawful acts, including the execution of papers and the giving of truthful testimony, that may be necessary or reasonably requested by Assignee for obtaining, sustaining, maintaining, renewing or enforcing the Marks, and for perfecting, recording, or maintaining the title of Assignee, and Assignee's successors and assigns, in and to the Marks. In the event that Assignee is unable after reasonable attempt to secure Assignor's signature to any document in connection with the foregoing, Assignor hereby constitutes and appoints Assignee as the Assignor's true and lawful attorney in fact, with full power of substitution in the Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

*[Signature page follows.]*

TAPIOCA MOBILE INC.



(Signature)

Sachin Deshpande

(Print or type name )

CEO

(Print or type title )

[SIGNATURE PAGE TO TRADEMARK ASSIGNMENT]

TRADEMARK  
REEL: 004241 FRAME: 0410

**EXHIBIT A**

<b>MARK</b>	<b>Country</b>	<b>Serial No./ Filing Date</b>	<b>Reg. No./ Reg. Date</b>	<b>Record Owner</b>	<b>Status</b>
MSNACK	US	77315370/ 10-28-2008	N/A	Tapioca Mobile Inc., a California corporation	Pending
TAPIOCA MOBILE	US	77160457/ 4-19-2007	3635852/ 6-9-2009	Tapioca Mobile Inc., a California corporation	Registered
MOKE	US	77360959/ 12-28-2007	N/A	Tapioca Mobile Inc., a California corporation	Abandoned