

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
Paran Holdings, LLC		07/30/2010	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	LaunchCapital LLC		
Street Address:	1 Mifflin Place, Suite 320		
City:	Cambridge		
State/Country:	MASSACHUSETTS		
Postal Code:	02138		
Entity Type:	LIMITED LIABILITY COMPANY:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78925299	DIGITAL PICKLE	
CORRESPONDENCE DATA			
Fax Number:	(617)443-9840		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	bmcmanus@chu-ring.com		
Correspondent Name:	Bonnie McManus		
Address Line 1:	241 A Street, Suite 300		
Address Line 4:	Boston, MASSACHUSETTS 02210		
NAME OF SUBMITTER:	Elon Boms		
Signature:	/s/Elon Boms		
Date:	08/05/2010		

Total Attachments: 2
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**TRADEMARK
 REEL: 004255 FRAME: 0078**

OP \$40.00 78925299

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, Paran Holdings, LLC, located at 1256 Folsom Street, San Francisco, CA 94103 (“Assignor”) is the record owner of the trademarks and service marks set forth in Exhibit A attached hereto (the “Marks”);

WHEREAS, LaunchCapital LLC, a Delaware corporation with offices located at 1 Mifflin Place, Suite 320, Cambridge, MA 02138 (“Assignee”), is desirous of acquiring and using the Marks and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest it may now have, may ever have had or may ever have, in and to the Marks and the goodwill of the business symbolized thereby, including all rights to sue and recover for past infringements thereof.

Assignor further agrees that Assignor will, without demanding any further consideration therefore, at the request but at expense of Assignee, do all lawful and just acts, including the execution and acknowledgement of instruments that may be or become necessary for obtaining, sustaining, or renewing the Marks, and for maintaining and perfecting Assignee’s right to the Marks.

This assignment will be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts without regard to any conflicts of law principles and it may be executed in one (1) or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document.

PARAN HOLDINGS, LLC

DATE: July 30, 2010

By: _____
Arik Paran, President & Manager

LAUNCHCAPITAL LLC

DATE: July 30, 2010

By: _____
Elon Boms, Manager

Schedule A

Trademark and Service Mark Assignment

By and between Paran Holdings, LLC (Assignor)
and LaunchCapital LLC (Assignee)

	<u>Mark</u>	<u>Serial No.</u>
DIGITAL PICKLE		78925299