

TRADEMARKS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Silicon Valley Bank
3003 Tasman Drive
Santa Clara, CA 95054

- Individual(s)
- General Partnership
- Association
- Limited Partnership

- Corporation-State
- Other

Additional name(s) of conveying parties attached? Yes No

3. Nature of conveyance/ Execution Date(s):

Execution Date(s): November 23, 2010

- Assignment
- Security Agreement
- Merger
- Change of Name

Other : RELEASE

2. Name and address of receiving party(ies):
Additional name(s) of conveying parties attached? Yes No
Name: **FOODBUZZ, INC.
FORMERLY PRICING DYNAMICS, INC.**

Street Address: **621 SANSOME STREET**

City: **SAN FRANCISCO**
State: **CA**
Country: **USA**
Zip: **94111**

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship : **USA** State: **DE**
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark:

A. Trademark Application No.(s)

85123102 85009883 85081771

85123092 85119762

85123071 85117950

B. Trademark Registration No.(s)

3839468

3816556

3788893

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Additional sheets attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **UCC Direct Services**

Internal Address: **Attn: 14080632**

Street Address: **187 Wolf Road, Suite 101**

City: **Albany** State: **NY** ZIP: **12205**

Phone Number: **1-800-342-3676 X 4065**

Fax Number: **1-800-962-7049**

Email Address: **cls-udsalbany@wolterskluwer.com**

6. Total number of applications and registrations involved: **10**

7. Total fee (37 CFR 2.6 (b)(6) & 3.41): \$

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers
Expiration Date

b. Deposit Account Number
Authorized User Name

9. Signature.



Michelle Her Kenham
Name of Person Signing

11-24-10
Date

Total number of pages including cover sheet, attachments, and document:

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

10/01/2010
 900172895

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
FOODBUZZ, INC.	FORMERLY PRICING DYNAMICS, INC.	09/16/2010	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SILICON VALLEY BANK
Street Address:	3003 Tasman Drive
City:	Santa Clara
State/Country:	CALIFORNIA
Postal Code:	95054
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	3839468	BRAND ENGAGEMENT DASHBOARD
Registration Number:	3819556	FOODBUZZ
Registration Number:	3788893	BRAND ENGAGEMENT SCORE
Serial Number:	85123102	MOMBUZZ
Serial Number:	85123092	TRAVELBUZZ
Serial Number:	85123071	HOMEBUZZ
Serial Number:	85009883	PROJECT FOOD BLOG
Serial Number:	85119762	FOODBUZZ
Serial Number:	85117950	FOODIEVENTS
Serial Number:	85081111	DINNERBROKER

CORRESPONDENCE DATA

Fax Number: (408)852-4475
 Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

CP \$285.00 3839468

TO: DIANA SANCHEZ BENTZ, LEGAL SPECIALIST COMPANY: VIRTUAL LAW PARTNERS LLP

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Correspondent Name:	Diana Sanchez Bentz, Legal Specialist
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ATTORNEY DOCKET NUMBER:	SVB-FOODBUZZ-TRADEMARKS
NAME OF SUBMITTER:	Diana Sanchez Bentz
Signature:	/dsb0066/
Date:	10/01/2010
Total Attachments: 7 source=SVB_Foodbuzz_IPSA#page1.tif source=SVB_Foodbuzz_IPSA#page2.tif source=SVB_Foodbuzz_IPSA#page3.tif source=SVB_Foodbuzz_IPSA#page4.tif source=SVB_Foodbuzz_IPSA#page5.tif source=SVB_Foodbuzz_IPSA#page6.tif source=SVB_Foodbuzz_IPSA#page7.tif	

**RELEASE OF SECURITY AGREEMENT COVERING
INTERESTS IN PATENTS**

Silicon Valley Bank ("Secured Party"), hereby releases its security interest in the interests of **Aesthetic Sciences Corporation** ("Assignor") in the **patented** works set forth in that certain **Intellectual Property Security Agreement** dated March 27, 2009, executed by Assignor in favor of Secured Party recorded with the United States Department of Commerce, Patent and Trademark Office on April 2, 2009, Reel **022504** Frame **0987**

Date: **November 22, 2010**

SILICON VALLEY BANK

By: *Romil Randhawa*
Name: **Romil Randhawa**
Title: **Operations Manager**