

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
Brainstorm Ventures Holdings, LLC		08/09/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Santa.com, Inc.		
Street Address:	50 West San Fernando Street, Suite 320		
City:	San Jose		
State/Country:	CALIFORNIA		
Postal Code:	95113		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2863911	SANTA.COM	
Registration Number:	2863912	SANTA.COM	
Registration Number:	2863910	SANTA.COM	
CORRESPONDENCE DATA			
Fax Number:	(206)359-9000		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-359-8000		
Email:	ptrademarks@perkinscoie.com		
Correspondent Name:	Grace Han Stanton		
Address Line 1:	1201 Third Aveue, Suite 4800		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	76329.4000.0002.US001		
NAME OF SUBMITTER:	Andrea Sander		

CH \$90.00 2863911

900199620

TRADEMARK
 REEL: 004604 FRAME: 0113

Signature:	/Andrea Sander/
Date:	08/12/2011
Total Attachments: 4 source=Santa com - Assignment of Trademark Rights#page1.tif source=Santa com - Assignment of Trademark Rights#page2.tif source=Santa com - Assignment of Trademark Rights#page3.tif source=Santa com - Assignment of Trademark Rights#page4.tif	

ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, Brainstorm Ventures Holdings, LLC ("Assignor"), a Delaware limited liability company, with an address at 50 West San Fernando Street, Suite 320, San Jose, CA 95113, is the owner of the trademark registrations and associated common law rights set forth in Exhibit 1 and incorporated herein by reference (collectively or individually, the "Marks");

WHEREAS, Santa.com, Inc. ("Assignee"), a Delaware corporation, with an address at 50 West San Fernando Street, Suite 320, San Jose, CA 95113, is desirous of acquiring the Marks, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign until Assignee, its successors and assigns, all right, title, and interest in and to the Marks and the goodwill appurtenant thereto.

Signed this 9th day of August 2011.

By [Signature], Managing Member
Name: Brainstorm Ventures Holdings, LLC

STATE OF CA)

) ss.

COUNTY OF MARIN)

On the 31st day of Aug., 2011, before me personally appeared Ruth W. White Co., the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the Managing Member ^{of} Breastor Ventures Holding S, LLC, the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

limited liability company

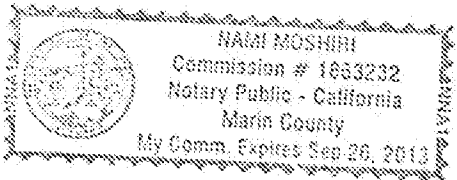
SUBSCRIBED AND SWORN to before me on the date stated above.

N. Moshiri

NOTARY PUBLIC in and for the State of

CA, residing at 21 Ten Oaks, C.M. CA

My Appointment Expires: 3/26/2013



Acceptance of Assignment

Santa.com, Inc., the Assignee above, does hereby accept the assignment of the trademarks.

Signed this 4th day of August, 2011.

[ASSIGNEE]

By: [Signature]
Name: Keith Cox
Title: Chairman and CFO

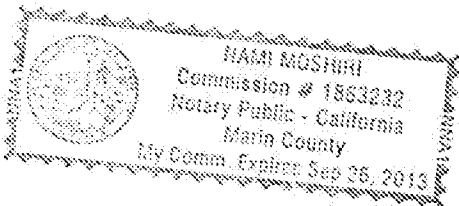
STATE OF CA)

) ss.

COUNTY OF MARIN)

On the 24 day of Aug, 2011, before me personally appeared Keith Cox, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that he/she is the Chairman and Chief Financial Officer of Santa.com, Inc., the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.



[Signature]
NOTARY PUBLIC in and for the State of CA, residing at 21 Redwood C. Medea
My Appointment Expires: Sept 26 2013

EXHIBIT 1

Trademark Registrations

Trademark	Registration or Serial No.	Class	Goods and Services
SANTA.COM	2863911	42	Designing greeting cards for others; personal gift selection for others
SANTA.COM	2863912	35	Dissemination of advertising and marketing for others via an online communications network, including promoting the goods and services of others by preparing and placing links on a portal Web site accessed through a global communications network; providing shoppers guide information about the products of others
SANTA.COM	2863910	41	Entertainment services, namely, distribution of radio programs; providing online information about holiday arts and crafts and holiday home decoration; entertainment services, namely, providing on-line computer games and contests; on-line holiday craft workshops