

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
New Amsterdam Ventures, LLC		03/20/2012	LIMITED LIABILITY COMPANY: NEW YORK

**RECEIVING PARTY DATA**

Name:	Plentyoffish Media Inc.
Street Address:	2625 - 555 West Hastings Street
City:	Vancouver
State/Country:	CANADA
Postal Code:	V6B 4N5
Entity Type:	CORPORATION: CANADA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	3223840	FISH IN THE SEA

**CORRESPONDENCE DATA**

Fax Number: (206)682-6031  
 Phone: 206.622.4900  
 Email: julened@seedip.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: Kevin S. Costanza  
 Address Line 1: 701 Fifth Avenue  
 Address Line 2: Suite 5400  
 Address Line 4: Seattle, WASHINGTON 98104

ATTORNEY DOCKET NUMBER:	750065.216
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**DOMESTIC REPRESENTATIVE**

Name: Kevin S. Costanza

CH \$40.00 3223840

Address Line 1: 701 Fifth Avenue  
Address Line 2: Suite 5400  
Address Line 4: Seattle, WASHINGTON 98104

NAME OF SUBMITTER:	Kevin S. Costanza
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Signature:	/Kevin S. Costanza/
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Date:	03/28/2012
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Total Attachments: 2  
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TRADEMARK ASSIGNMENT

WHEREAS, New Amsterdam Ventures, LLC, a Limited Liability Company of the state of New York, having a place of business at 362 Thirteenth Street, Suite 1, Brooklyn, NY 11215, has adopted and used in its business the trademark "FISH IN THE SEA," which is registered in the United States Patent and Trademark Office under Registration No. 3223840 and which issued on April 3<sup>rd</sup>, 2007;

WHEREAS, Plentyoffish Media Inc., a corporation of Canada, having a place of business at 2625 - 555 West Hastings Street, Vancouver, British Columbia, Canada V6B 4N5 is desirous of acquiring said trademark and ownership of said registration.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said, by these presents, does sell, assign and transfer unto Plentyoffish Media Inc. the entire right, title and interest in and to said trademark, registration and the goodwill of the business in connection with which said trademark is used and all claims for damages by reason of past infringement of the trademark and registration, and the right to sue for and collect such damages.

This Trademark Assignment is effective as of this 20<sup>th</sup> day of March, 2012.

New Amsterdam Ventures, LLC

By: New Amsterdam Ventures, LLC  
Emily Campbell  
Emily Campbell  
Sole Member

STATE OF NEW YORK )  
 ) ss.:  
COUNTY OF NEW YORK )

On the 20 day of March in the year 2012 before me, the undersigned, a Notary Public in and said State, personally appeared EMILY CAMPBELL personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person or entity upon behalf of which the individual(s) acted, executed the instrument.



Notary Public

My Commission Expires 3-14-2015

**PAWEL T. SABAJ  
NOTARY PUBLIC, STATE OF NEW YORK  
NO. 02SA6236912  
QUALIFIED IN KINGS COUNTY  
MY COMMISSION EXPIRES 03/14/2015**