

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                                                                                                       |                                            |                   |                       |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------|-----------------------|
| SUBMISSION TYPE:                                                                                                      | NEW ASSIGNMENT                             |                   |                       |
| NATURE OF CONVEYANCE:                                                                                                 | CHANGE OF NAME                             |                   |                       |
| <b>CONVEYING PARTY DATA</b>                                                                                           |                                            |                   |                       |
| Name                                                                                                                  | Formerly                                   | Execution Date    | Entity Type           |
| WillowTree Mobile, Inc.                                                                                               | FORMERLY WillowTree Consulting Group, Inc. | 03/08/2010        | CORPORATION: VIRGINIA |
| <b>RECEIVING PARTY DATA</b>                                                                                           |                                            |                   |                       |
| Name:                                                                                                                 | WillowTree Apps, Inc.                      |                   |                       |
| Street Address:                                                                                                       | 107 5th Street SE                          |                   |                       |
| Internal Address:                                                                                                     | Suite B                                    |                   |                       |
| City:                                                                                                                 | Charlottesville                            |                   |                       |
| State/Country:                                                                                                        | VIRGINIA                                   |                   |                       |
| Postal Code:                                                                                                          | 22902                                      |                   |                       |
| Entity Type:                                                                                                          | CORPORATION: VIRGINIA                      |                   |                       |
| <b>PROPERTY NUMBERS Total: 1</b>                                                                                      |                                            |                   |                       |
| Property Type                                                                                                         | Number                                     | Word Mark         |                       |
| Registration Number:                                                                                                  | 3837698                                    | WE BUILT THAT APP |                       |
| <b>CORRESPONDENCE DATA</b>                                                                                            |                                            |                   |                       |
| Fax Number:                                                                                                           |                                            |                   |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                                            |                   |                       |
| Phone:                                                                                                                | 4342140704                                 |                   |                       |
| Email:                                                                                                                | kosnead@snead-law.com                      |                   |                       |
| Correspondent Name:                                                                                                   | Kimberly O. Snead                          |                   |                       |
| Address Line 1:                                                                                                       | 781 Filly Run                              |                   |                       |
| Address Line 4:                                                                                                       | Charlottesville, VIRGINIA 22903            |                   |                       |
| ATTORNEY DOCKET NUMBER:                                                                                               | WLLT-0007-T1                               |                   |                       |
| NAME OF SUBMITTER:                                                                                                    | Kimberly O. Snead                          |                   |                       |
| Signature:                                                                                                            | /Kimberly O. Snead/                        |                   |                       |
| Date:                                                                                                                 | 05/16/2012                                 |                   |                       |
| Total Attachments: 0                                                                                                  |                                            |                   |                       |

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