

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
ShopSavvy Inc.		08/10/2011	CORPORATION: TEXAS
RECEIVING PARTY DATA			
Name:	ShopSavvy Inc.		
Street Address:	8350 N. Central Expressway, Suite 250		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75206		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3618894	SHOPSAVVY	
CORRESPONDENCE DATA			
Fax Number:	2147401499		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	214-740-1474		
Email:	danicam@bellnunnally.com		
Correspondent Name:	Danica L. Mathes		
Address Line 1:	3232 McKinney Avenue, Suite 1400		
Address Line 4:	Dallas, TEXAS 75204		
ATTORNEY DOCKET NUMBER:	7929.3		
NAME OF SUBMITTER:	Danica L. Mathes		
Signature:	/Danica L. Mathes/		
Date:	11/15/2012		
Total Attachments: 1 source=Trademark Assignment Agreement_ShopSavvy#page1.tif			

CH \$40.00 3618894

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT ("Assignment") is made and entered into effective as of August 10, 2011 ("Effective Date"), by and between ShopSavvy Inc., a Texas corporation having a principal place of business at 8350 N. Central Expressway, Suite 250, Dallas, Texas 75206 ("Assignor"), and ShopSavvy Inc., a Delaware corporation having a principal place of business located 8350 N. Central Expressway, Suite 250, Dallas, Texas 75206 ("Assignee").

WHEREAS, Assignor has adopted, used, and is using the mark that is the subject of U.S. Registration Number 3,618,894 for the mark SHOPSAVVY (the "Mark"); and

WHEREAS, Assignee desires to acquire the entire right, title, and interest in and to the Mark, and any registrations therefor, together with the goodwill of the business in connection with which the Mark is used; and

WHEREAS, Assignor desires to transfer all of its right, title, and interest in and to the Mark, and any registrations therefor, together with the goodwill of the business in connection with which the Mark is used.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby makes the transfer and assignment of all of Assignor's rights in and to the Mark as follows:

1. Assignor hereby sells, assigns, transfers, conveys, and sets over unto Assignee any and all of Assignor's right, title, and interest, throughout the world, in and to the Mark, together with the goodwill of the business in connection with which the Mark is used and that part of the goodwill of the business connected with the use of and symbolized by the Mark, including all registrations and applications therefor, if any, as well as all renewals and extensions of registrations that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made;

2. Assignor further covenants and agrees that it will, at any time upon request and at Assignee's sole cost and expense, execute and deliver any and all documents that may be reasonably necessary or desirable to perfect Assignee's rights in and to the Mark; and

3. This Assignment includes any and all rights to past, present, and future causes of action for infringement or other unauthorized use of the Mark including the right to sue for damages for past, present, and future infringement or other unauthorized use of the Mark and recover any such damages for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives. Further, Assignor agrees to cooperate in any such actions to the extent reasonably required by Assignee, and at Assignee's sole cost and expense, to enforce the rights transferred hereunder.

IN WITNESS WHEREOF, an authorized representative of Assignor has executed this Assignment as of the Effective Date.

ASSIGNOR:

ShopSavvy Inc.,
a Texas corporation

By: John Boyd

Print Name: John Boyd

Title: CEO