

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LuxeYard, Inc.		11/15/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SoCal IP Law Group LLP
Street Address:	310 N. Westlake Blvd., Suite 120
City:	Westlake Village
State/Country:	CALIFORNIA
Postal Code:	91362
Entity Type:	LIMITED LIABILITY PARTNERSHIP: CALIFORNIA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	4209775	LUXEYARD
Serial Number:	85722558	TRADEYARD
Serial Number:	85722565	DE LA

CORRESPONDENCE DATA

Fax Number: 8052301355
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 805-230-1350
 Email: nattalla@socalip.com
 Correspondent Name: SoCal IP Law Group LLP
 Address Line 1: 310 N. Westlake Blvd., Suite 120
 Address Line 4: Westlake Village, CALIFORNIA 91362

ATTORNEY DOCKET NUMBER:	L033-G12427
NAME OF SUBMITTER:	Noelle Attalla

OP \$90.00 4209775

Signature:	/Noelle Attalla/
Date:	11/16/2012
Total Attachments: 1 source=L033 Official UCC-1 Financing Statement 11-15-2012#page1.tif	

UCC FINANCING STATEMENT

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER [optional]	8052301350
B. SEND ACKNOWLEDGMENT TO: (Name and Address)	
SOCIAL IP LAW GROUP LLP 310 N. WESTLAKE BOULEVARD SUITE 120 WESTLAKE VILLAGE CA 91362	

DELAWARE DEPARTMENT OF STATE
 U.C.C. FILING SECTION
 FILED 07:05 PM 11/15/2012
 INITIAL FILING # 2012 4427458

SRV: 121234887

1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names

1a. ORGANIZATION'S NAME LUXEYARD, INC.					
OR	1b. INDIVIDUAL'S LAST NAME				
	FIRST NAME	MIDDLE NAME	SUFFIX		
1c. MAILING ADDRESS 8884 VENICE BLVD.		CITY LOS ANGELES	STATE CA	POSTAL CODE 90034	COUNTRY US
	1e. TYPE OF ORGANIZATION CORPORATION	1f. JURISDICTION OF ORGANIZATION DE			

2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names

2a. ORGANIZATION'S NAME					
OR	2b. INDIVIDUAL'S LAST NAME				
	FIRST NAME	MIDDLE NAME	SUFFIX		
2c. MAILING ADDRESS		CITY	STATE	POSTAL CODE	COUNTRY
	2e. TYPE OF ORGANIZATION	2f. JURISDICTION OF ORGANIZATION			

3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)

3a. ORGANIZATION'S NAME SOCAL IP LAW GROUP LLP					
OR	3b. INDIVIDUAL'S LAST NAME				
	FIRST NAME	MIDDLE NAME	SUFFIX		
3c. MAILING ADDRESS 310 N WESTLAKE BLVD STE 120		CITY WESTLAKE VILLAGE	STATE CA	POSTAL CODE 91362	COUNTRY US

4. This FINANCING STATEMENT covers the following collateral:

All patents, patent applications, trademark applications, trademark registrations, copyright applications and copyright registrations prepared, filed, prosecuted or maintained by SoCal IP Law Group LLP on behalf of LuxeYard Inc., and any amounts received by LuxeYard, Inc. from sale, licensing or litigation of any of these intellectual property rights.

6. <input type="checkbox"/> This FINANCING STATEMENT is to be filed (for record) (or recorded) in the REAL ESTATE RECORDS. Attach Addendum <input type="checkbox"/> (if applicable)	7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) <input type="checkbox"/> (ADDITIONAL FEE) <input type="checkbox"/> (optional)	<input type="checkbox"/> All Debtors	<input type="checkbox"/> Debtor 1	<input type="checkbox"/> Debtor 2
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8. OPTIONAL FILER REFERENCE DATA

RECORDED: 11/16/2012

TRADEMARK
 REEL: 004902 FRAME: 0406