

TRADEMARK ASSIGNMENT

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 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	08/01/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Entity Type		
	BU Holdings, LLC dba BounceU		01/08/2013
	LIMITED LIABILITY COMPANY: DELAWARE		
RECEIVING PARTY DATA			
Name:	PIU Management, LLC		
Street Address:	1860 W. University Drive, Suite 108		
City:	Tempe		
State/Country:	ARIZONA		
Postal Code:	85281		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85489760	WHERE BIRTHDAYS COME TO LIFE
CORRESPONDENCE DATA			
Fax Number:	6023826070		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6023826000		
Email:	pdemello@swlaw.com		
Correspondent Name:	R. Lee Fraley, SNELL & WILMER L.L.P.		
Address Line 1:	400 E. Van Buren		
Address Line 4:	Phoenix, ARIZONA 85004-2202		
ATTORNEY DOCKET NUMBER:	60529.0300		
NAME OF SUBMITTER:	R. Lee Fraley		

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Signature:	/R. Lee Fraley/
Date:	01/08/2013
Total Attachments: 1 source=85489760.Asgn#page1.tif	

TRADEMARK ASSIGNMENT

WHEREAS, BU HOLDINGS, LLC, a Delaware limited liability company doing business as BounceU, with a principal place of business at 1860 W. University Drive, Suite 108, Tempe, Arizona 85281 ("Assignor"), filed the following United States intent-to-use trademark application based upon its *bona fide* intent to use the mark in connection with providing the following services:

Application Serial No.	Filing Date	Mark	Services
85/489,760	Dec. 7, 2011	WHERE BIRTHDAYS COME TO LIFE	Arranging, organizing, conducting and hosting birthday parties; children's entertainment and amusement centers, namely, interactive play areas (Int'l Class 41)

hereinafter referred to as the "Application" and the "Mark";

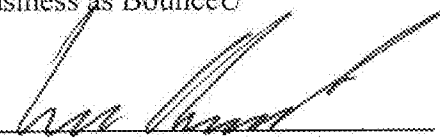
WHEREAS PIU MANAGEMENT, LLC, a Delaware limited liability company, with a principal place of business at 1860 W. University Drive, Suite 108, Tempe, Arizona 85281 ("Assignee"), owns the business of Assignor, its wholly owned subsidiary, in connection with which Assignor had a *bona fide* intent to use the Mark; and

WHEREAS Assignee now desires to memorialize its prior assignment from Assignor and thus ownership of the Application as well as the Mark and the goodwill symbolized thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title, and interest in and to the Mark and the Application together with the goodwill of the business symbolized by said Mark *in rem pro tunc* as of August 1, 2012.

BU HOLDINGS, LLC, a Delaware limited liability company doing business as BounceU

Dated: January 8, 2013

By 
Lee Knowlton, its President and CEO

ASSIGNOR