

## 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
Myifesto AG		07/11/2013	COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Selfish, Inc.,		
Street Address:	181 Fremont Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85823911	SELFISH	
Serial Number:	85823897	SELFISH	
Serial Number:	85823883	SELFISH.ME	
Serial Number:	85823850	S	
CORRESPONDENCE DATA			
Fax Number:	6508497400		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650 843 5455		
Email:	rsingh@cooley.com, trademarks@cooley.com, afennimore@cooley.com		
Correspondent Name:	Aaron Fennimore, Cooley LLP		
Address Line 1:	1299 Pennsylvania Ave, NW, Suite 700		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
NAME OF SUBMITTER:	Aaron M. Fennimore		

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 REEL: 005077 FRAME: 0345

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Signature:	/Aaron M. Fennimore/
Date:	07/24/2013
Total Attachments: 4 source=Selfish_-_Shortform_Trademark_Assignment_Agreement#page1.tif source=Selfish_-_Shortform_Trademark_Assignment_Agreement#page2.tif source=Selfish_-_Shortform_Trademark_Assignment_Agreement#page3.tif source=Selfish_-_Shortform_Trademark_Assignment_Agreement#page4.tif	

## TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Assignment”) is effective July 11, 2013 and is entered into by and between **Mylifesto AG**, a company incorporated in Switzerland (“Assignor”) and **Selfish, Inc.**, a Delaware Corporation (“Assignee”).

WHEREAS, Assignor has adopted, used, and/or intends to use, and is the owner of the trademarks listed in the attached Exhibit A and the corresponding United States trademark applications listed thereon (collectively, the “**Trademarks**”);

WHEREAS, Assignee is the successor of the Assignor pursuant to a business transfer agreement dated on or around the date hereof (the “Business Transfer Agreement”) with respect to the ongoing and existing business to which the Trademarks pertain;


WHEREAS Assignee desires to acquire the Trademarks and all goodwill associated therewith, together with that portion of the Assignor’s ongoing and existing business to which the Trademarks pertain pursuant to the Business Transfer Agreement; and

WHEREAS, Assignor and Assignee are parties to that certain Deed of Assignment of Trade Marks, dated as of July 11, 2013, pursuant to which Assignor has agreed to assign the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor assigns, transfers, and conveys to the Assignee all of its right, title, and interest, in the United States and throughout the world, in and to the Trademarks (specifically including the trademark applications listed in the attached Exhibit A) and all goodwill associated therewith, together with that portion of the ongoing and existing business in connection with which the Assignor has a bona fide intent to use the Trademarks.

[SIGNATURE PAGES FOLLOW]

MYLIFESTO AG

By: 

Name: Martin C. Muller

Title: Director

Date: \_\_\_\_\_

SELFISH, INC.

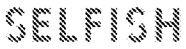

By: \_\_\_\_\_

Name: MOHAMED FAYED

Title: PRESIDENT

Date: \_\_\_\_\_

**Exhibit A**

<b>Mark</b>	<b>Application No.</b>	<b>Class(es)</b>	<b>Filing Date</b>	<b>Country</b>
	85823911	09, 35, 38, 42, 45	15 January 2013	USA
SELFISH	85823897	09, 35, 38, 42, 45	15 January 2013	USA
SELFISH.ME	85823883	09, 35, 38, 42, 45	15 January 2013	USA
	85823850	09, 35, 38, 42, 45	15 January 2013	USA

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