

## 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
BORETA LLC		08/05/2013	LIMITED LIABILITY COMPANY: UNITED STATES
RECEIVING PARTY DATA			
Name:	MIRRORGRAM, INC.		
Street Address:	12 Geary Street, Ste. 505		
Internal Address:	c/o SYLVA LAW		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94108		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85829301	MIRRORGRAM	
CORRESPONDENCE DATA			
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:	4152620050		
Email:	jennifer@sylvalaw.com		
Correspondent Name:	Jennifer Burke Sylva		
Address Line 1:	12 Geary Street, Ste. 505		
Address Line 2:	SYLVA LAW		
Address Line 4:	San Francisco, CALIFORNIA 94108		
NAME OF SUBMITTER:	Jennifer Burke Sylva, Attorney in Fact		
Signature:	/JBS/		

Date:

08/22/2013

Total Attachments: 2

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**TRADEMARK ASSIGNMENT TO MIRRORGRAM, INC.**

**WHEREAS**, Boreta LLC, a California Limited Company, ("**Assignor**"), has adopted and or owns in whole or in part, the trademark MIRRORGRAM (the "**Mark**") in connection with goods and/or services;

**WHEREAS**, Assignor owns, in whole or in part, a federal application for the Mark on the Principal Register of the United States Patent and Trademark Office for the class(es) of goods and/or services identified in such application; and

**WHEREAS**, Mirrorgram, Inc., a California Corporation, with its principal place of business at 12 Geary Street, Ste. 505, San Francisco, California, 94108 U.S.A. ("**Assignee**"), desires to acquire all rights in and to the Mark, all goodwill associated with such Mark, and the above-referenced application;

**NOW, THEREFORE**, for a sum of ten dollars exactly (\$10.00), the receipt and sufficiency of which is hereby acknowledged by the parties hereto, the parties do hereby agree as follows:

Effective as of the date written below (the "**Effective Date**"), and for the amount of ten dollars (\$10.00) exactly, which such sum is to be transferred within thirty (30) days of the date of this Trademark Assignment, Assignor hereby sells, assigns, and transfers to Assignee all right, title, and interest in and to the Mark, together with all the goodwill of the business associated with such Mark, including, without limitation the trademark application filed in the United States Patent and Trademark Office, which such application is more specifically described as:

<u>Trademark</u>	<u>Filing Date</u>	<u>IC</u>	<u>Serial Number</u>
MIRRORGRAM	January 22, 2013	09	85829301

Dated: August 5, 2013

By: 

Justin Boreta

Manager and Member Boreta, LLC

Dated: August 5, 2013

By: 

An Authorized Representative of  
Mirrorgram, Inc.

State of California )  
County of Los Angeles )

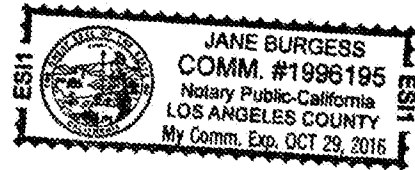
# CALIFORNIA ALL-PURPOSE CERTIFICATE OF ACKNOWLEDGMENT

On 8/20/2013 before me, Jane Burgess (notary public)  
(here insert name and title of the officer)  
personally appeared Justin Boreta

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature Jane Burgess

(Seal)

## OPTIONAL INFORMATION

Although the information in this section is not required by law, it could prevent fraudulent removal and reattachment of this acknowledgment to an unauthorized document and may prove useful to persons relying on the attached document.

### Description of Attached Document

The preceding Certificate of Acknowledgment is attached to a document

titled/for the purpose of Trademark assignment  
to mirrorgram Inc.

containing 2 pages, and dated 8/5/2013

The signer(s) capacity or authority is/are as:

- Individual(s)  
 Attorney-in-Fact  
 Corporate Officer(s) \_\_\_\_\_  
Titler(s)

- Guardian/Conservator  
 Partner - Limited/General  
 Trustee(s)  
 Other: \_\_\_\_\_

representing: \_\_\_\_\_  
Name(s) of Person(s) or Entity(ies) Signer is Representing

OPTIONAL INFORMATION	
<b>Method of Signer Identification</b>	
Proved to me on the basis of satisfactory evidence: <input type="checkbox"/> form(s) of identification <input type="checkbox"/> credible witness(es)	
Notarial event is detailed in notary journal on: Page # _____ Entry # _____	
Notary contact: _____	
<b>Other</b>	
<input type="checkbox"/> Additional Signer(s)	<input type="checkbox"/> Signer(s) Thumbprint(s)
<input type="checkbox"/> _____	