

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
	Standing Cloud, Inc.		08/25/2013
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Standing Cloud Direct, Inc.		
Street Address:	650 California Street		
Internal Address:	4th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94108		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
Serial Number:		85250068	STANDING CLOUD
Serial Number:		85250078	STANDING CLOUD
CORRESPONDENCE DATA			
Fax Number:	6504936811		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	650-493-9300		
Email:	trademarks@wsgr.com, ckahn@wsgr.com		
Correspondent Name:	WILSON SONSINI GOODRICH & ROSATI		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304		
ATTORNEY DOCKET NUMBER:	38741-900/CK9		
NAME OF SUBMITTER:	Aaron D. Hendelman		
Signature:	/Aaron Hendelman/		
Date:	08/26/2013		
Total Attachments: 1 source=STANDING CLOUD Assignment#page1.tif			

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TRADEMARK

TRADEMARK ASSIGNMENT

WHEREAS, Standing Cloud, Inc., a corporation of the State of Delaware, located and doing business at 1433 Pearl Street, Suite 100, Boulder, CO 80302 ("Assignor"), has adopted, is using, or intends to use the trademark STANDING CLOUD and is the owner of the following United States trademark applications for registration in the U.S. Patent and Trademark Office.

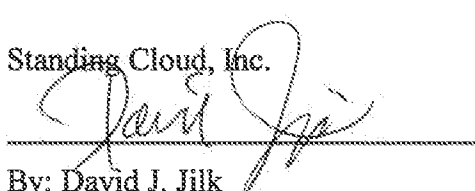
<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>
STANDING CLOUD	85/250,068	February 23, 2011
STANDING CLOUD	85/250,078	February 23, 2011

WHEREAS, Standing Cloud Direct, Inc., a corporation of the State of Delaware, located and doing business at 650 California Street, 4th Floor, San Francisco, CA 94108 ("Assignee"), desires to acquire, effective as of August 15, 2013 (the "Effective Date"), any and all common law rights in the STANDING CLOUD trademark and associated good will that Assignor may have owned, as well as the trademark applications referenced above (collectively, the "Trademark Rights"), as successor to the business of the Assignor to which the marks relate;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, effective as of the Effective Date, all right, title and interest that Assignor may have owned in the STANDING CLOUD trademark and applications, together with the goodwill of the business symbolized by the trademarks and applications thereof.

Executed on August 25, 2013

Standing Cloud, Inc.


By: David J. Jilk

Title: CEO