

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320390

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
RAVED INC.		10/15/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Boston Consulting Group, Inc.		
Street Address:	One Beacon Street Boston		
Internal Address:	10th Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02108		
Entity Type:	CORPORATION: MASSACHUSETTS		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	4423855	RAVED	
Registration Number:	4548996	GOOD FRIENDS. GREAT PLACES	
Registration Number:	4552210	NO GAMES, NO FLAMES. JUST GOOD FRIENDS A	
Registration Number:	4400991		
Registration Number:	4373226	RAVED	
Registration Number:	4155515		
Registration Number:	4155514	POPTUIT	
Registration Number:	4176609	CALLTEXTUAL	
Registration Number:	4165509	POPTUIT	
CORRESPONDENCE DATA			
Fax Number:	2027995144		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2027994000		
Email:	dctrademarks@dlapiper.com		
Correspondent Name:	Thomas E. Zutic		
Address Line 1:	500 Eighth Street, NW		
Address Line 4:	Washington, D.C. 20004		
NAME OF SUBMITTER:	Thomas E. Zutic		

OP \$240.00 4423855

SIGNATURE:	/Thomas E. Zutic/
DATE SIGNED:	10/17/2014
Total Attachments: 3 source=Trademark Assignment Signed#page1.tif source=Trademark Assignment Signed#page2.tif source=Trademark Assignment Signed#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is made as of the date of execution (the "Effective Date"), between Raved Inc., a Delaware corporation, ("Assignor") and The Boston Consulting Group, Inc., a Massachusetts corporation having an address of One Beacon Street 10th Floor Boston MA 02108 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and affiliated registrations therefor listed on the attached Schedule I (the "Marks"); and

WHEREAS, Assignor is desirous of assigning, and Assignee is desirous of obtaining, all right, title and interest in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys unto Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own, and for the use and enjoyment of its successors, assigns and/or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all claims for damages by reason of past infringement of the Marks, with the right to sue for, and collect the same for its own use and behalf, and for the use on behalf of its successors, assigns, or other legal representatives.

[Signatures on following page]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed as of the date set forth below.

ASSIGNOR:

Raved Inc.

Henry Vogel

By:

Name: Henry Vogel

Title: Co-Founder + CEO

Date: 10/15/14

ASSIGNEE:

The Boston Consulting Group, Inc.

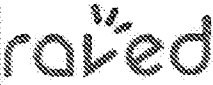



By:

Name: Michael A. Goldberg

Title: Associate General Counsel

Date: 10/15/14

SCHEDULE I

Serial Number	Reg. Number	Trademark
85565433	4,423,855	RAVED and design 
85917065	4,548,996	GOOD FRIENDS. GREAT PLACES
85581944	4,552,210	NO GAMES, NO FLAMES. JUST GOOD FRIENDS AND GREAT PLACES.
85565399	4,400,991	(Raved Icon) 
85537879	4,373,226	RAVED
85309261	4,155,515	(Poptuit Icon) 
85309259	4,155,514	POPTUIT and Design 
85268583	4,176,609	CALLTEXTUAL
85268338	4,165,509	POPTUIT

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