

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM320492

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mark W. Armstrong		04/02/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Automattic, Inc.		
Street Address:	132 Hawthorne Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4208498	LONGREADS	
CORRESPONDENCE DATA			
Fax Number:	4153983141		
<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:	415-398-3141		
Email:	iplaw@maryshapiro.com		
Correspondent Name:	Mary L. Shapiro		
Address Line 1:	244 California Street, Suite 507		
Address Line 2:	Mary L. Shapiro Law, PC		
Address Line 4:	San Francisco, CALIFORNIA 94111-4354		
ATTORNEY DOCKET NUMBER:	002600US-AUTO		
NAME OF SUBMITTER:	Mary L. Shapiro		
SIGNATURE:	/Mary L. Shapiro/		
DATE SIGNED:	10/17/2014		
Total Attachments: 1			
source=LONGREADS Assignment Agreement#page1.tif			

OP \$40.00 4208498

ASSIGNMENT AGREEMENT

This Trademark Assignment ("Assignment"), effective as of April 2, 2014 is made by and between Mark W. Armstrong, an individual with an address at 225 E. 70th St. Apt. 8D, New York, NY 10021 (hereinafter "Assignor"), and Automatic, Inc. (hereinafter "Assignee.")

WHEREAS, Assignor warrants he owns all rights and sole title in the LONGREADS mark that is the subject of Registration No. 4208498) (hereafter the "Mark"); and

WHEREAS, Assignor desires to assign all statutory and common law rights in the Mark to Assignee, and Assignee desires to accept such rights.

NOW THEREFORE in consideration of the payment of good and valuable consideration, which Assignor hereby acknowledges, Assignor does hereby assign, set over, and transfer to Assignee, *nunc pro tunc*, the registration for the above-referenced Mark and the corresponding goodwill and rights in the Mark therein. This assignment of rights includes all claims for damages by reason of past infringement(s) of the Mark, includes the right of Assignee to sue for and collect the same for Assignee's own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registration pertaining to the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Agreement had not been made.

FURTHERMORE, Assignee agrees to cooperate with Assignor to execute such additional documents as are necessary to defend, register, or otherwise give full effect to and perfect the rights of Assignee in the Mark and take such further actions as Assignee may reasonably request in order to register and record this Assignment at the appropriate registries to demonstrate Assignee's title in the Mark.

IN WITNESS HEREOF, the undersigned represents that he has authority to execute this Agreement and to carry out all obligations imposed hereunder, has read, understands, and agreed to the terms of this Agreement, and has executed this instrument as of the date set forth below.

MARK W. ARMSTRONG

By: Mark Armstrong

Name: Mark Armstrong

AUTOMATIC, INC.

By: Paul Sieminski

Name: Paul Sieminski

Title: General Counsel