

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354861

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PlayFirst, Inc.		07/31/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Glu Mobile Inc.		
Street Address:	500 Howard Street, Suite 300		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	4495897	DINER DASH RUSH	
Registration Number:	4293388	MALL STARS	
Registration Number:	3127997	DINER DASH	
Registration Number:	3386893	WEDDING DASH	
Registration Number:	3248645	SWEETOPIA	
Registration Number:	3235323	POKER POP	
Registration Number:	3308956	PLANTASIA	
Registration Number:	3269979	PLAYFIRST	
Registration Number:	3308928	EGG VS. CHICKEN	
Registration Number:	3610364	TRIJINX	
Registration Number:	3047068	PLAYFIRST	
Registration Number:	3047067	PLAYFIRST	
Registration Number:	3080871	SUBWAY SCRAMBLE	
Registration Number:	3080870	SPELLAGORIES	
Registration Number:	3814360	AVENUE FLO	
Registration Number:	3908808	HOTEL DASH	
Registration Number:	3788504	DINERTOWN DETECTIVE AGENCY	
Registration Number:	3719811	WANDERING WILLOWS	
Registration Number:	3713113	NIGHTSHIFT LEGACY: THE JAGUAR'S EYE	

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Property Type	Number	Word Mark
Registration Number:	3687225	DINERTOWN TYCOON
Registration Number:	3617409	THE GREAT CHOCOLATE CHASE
Registration Number:	3555174	COOKING DASH
Registration Number:	3520560	DINER DASH FLO ON THE GO
Registration Number:	3719385	DASH
Registration Number:	3719384	DASH
Registration Number:	3617222	DIAPER DASH
Registration Number:	3728992	PET SHOP HOP
Registration Number:	3609412	DAYCARE NIGHTMARE
Registration Number:	3399273	DREAM CHRONICLES
Registration Number:	3373698	ZENERCHI
Registration Number:	3310558	
Registration Number:	3307931	CHOCOLATIER

CORRESPONDENCE DATA

Fax Number: 6509385200

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.

Phone: (650) 988-8500

Email: trademarks@fenwick.com, jdueck@fenwick.com

Correspondent Name: Fenwick & West LLP

Address Line 1: 801 California Street

Address Line 2: Silicon Valley Center

Address Line 4: Mountain View, CALIFORNIA 94041-1990

ATTORNEY DOCKET NUMBER: 24310-00070-1409

NAME OF SUBMITTER: Sally M. Abel, Esq.

SIGNATURE: /sabel/

DATE SIGNED: 09/11/2015

Total Attachments: 4

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TRADEMARK ASSIGNMENT

WHEREAS, PLAYFIRST, INC., a California corporation having its place of business at 500 Howard Street, Suite 300, San Francisco, California 94105 ("Assignor"), is the owner of the following:

Trademark	Country	App/Reg. No.	Reg. Date
AVENUE FLO	U.S.	3814360	7/6/2010
CHOCOLATIER	South Korea	450026512	2/17/2009
CHOCOLATIER	U.S.	3307931	10/09/2007
COME PLAY WITH US	U.S.	3285303	8/28/2007 (cancelled)
COOKING DASH	U.S.	3555174	12/30/2008
DAIRY DASH	U.S.	3513966	10/07/2008 (cancelled)
DASH	Australia	1378987	12/3/2012
DASH	U.S.	3719384	12/01/2009
DASH	U.S.	3719385	12/01/2009
DAYCARE NIGHTMARE	U.S.	3609412	4/31/2009
DIAPER DASH	U.S.	3617222	5/5/2009
DINER DASH	Australia	1378988	12/03/2012
DINER DASH	Canada	TMA677886	11/29/2006
DINER DASH	China	6109540	2/14/2010
DINER DASH	European Union	004483541	06/20/2006
DINER DASH	Japan	5002947	11/10/2006
DINER DASH	South Korea	400726617	11/19/2007
DINER DASH	U.S.	3127997	08/08/2006
DINER DASH	China	6109450	2/14/2010
DINER DASH (Chinese characters)	China	6041284	01/21/2010
DINER DASH FLO ON THE GO	U.S.	3520560	10/21/2008
DINER DASH RUSH	U.S.	4495897	3/11/2014
DINER DASH SIZZLE & SERVE	U.S.	3127997	11/04/2008 (cancelled)
DINER DASH SIZZLE & SERVE	U.S.	3528090	11/04/2008 (cancelled)
DINERTOWN DETECTIVE AGENCY	U.S.	3788504	5/11/2010

DINERTOWN TYCOON	U.S.	3687225	9/23/2009
DOGGIE DASH	U.S.	3541440	12/02/2008 (cancelled)
DREAM CHRONICLES	U.S.	3398273	3/18/2008
DRESS SHOP HOP	U.S.	3568363	1/27/2009
EGG VS. CHICKEN	U.S.	3308928	10/09/2007
FASHION DASH	U.S.	3556167	12/30/2008
FITNESS DASH	U.S.	3556176	12/30/2008
FLO Logo	U.S.	3310558	10/16/2007
FLO (Chinese characters)	China	6041289	1/31/2010
GRAPHIC LOGO (Flo Character)	European Union	321872-0002	4/01/2005
GRAPHIC LOGO (Flo Character)	European Union	321872-0001	4/01/2005
THE GREAT CHOCOLATE CHASE	U.S.	3817409	5/05/2009
HOMETOWN DINER FRENZY	China	6041287	6/04/2007
HOTEL DASH	U.S.	3908808	1/18/2011
MALL STARS	U.S.	4393388	2/19/2013
MYTHIC MARBLES	U.S.	3356986	12/18/2007 (cancelled)
MYSTERY OF SHARK ISLAND	U.S.	3356963	12/18/2007 (cancelled)
THE NIGHTSHIFT CODE	U.S.	3565665	1/20/2009
NIGHT SHIFT LEGACY: THE JAGUAR'S EYE	U.S.	3713113	11/17/2009
OASIS	U.S.	3100385	6/06/2006 (cancelled)
OASIS	European Union	5255278	8/02/2007
PARKING DASH	U.S.	3556176	12/30/2008
PET SHOP HOP	U.S.	3728992	12/22/2009
PIRATE POPPERS	U.S.	3329401	11/06/2007 (cancelled)
PLANTASIA	U.S.	3308956	10/09/2007
PLAYFIRST	U.S.	3269979	7/24/2007
PLAYFIRST	U.S.	3047067	1/17/2006
PLAYFIRST Stylized	U.S.	3047068	1/17/2006
PLAYGROUND SDK	U.S.	3320521	10/23/2007 (cancelled)

POKER POP	U.S.	3235323	4/24/2007
SANDSCRIPT	U.S.	3295579	9/18/2007
SOLITAIRE POP	U.S.	3335786	11/13/2007 (cancelled)
SPELLAGORIES	U.S.	3080870	4/11/2006
SUBWAY SCRAMBLE	European Union	5255351	07/20/2007
SUBWAY SCRAMBLE	U.S.	3080871	4/11/2006
SWEETOPIA	U.S.	3248645	5/29/2007
TRIJINX	U.S.	3610364	4/21/2009
WANDERING WILLOWS	U.S.	3719811	12/01/2009
WEDDING DASH	South Korea	45-0026199	10/31/2008
WEDDING DASH	U.S.	3386893	2/19/2008
ZENERCHI	U.S.	3373698	1/22/2008

WHEREAS, GLU MOBILE INC., a Delaware corporation, having its principal place of business at 500 Howard Street, Suite 300, San Francisco, California 94105 ("Assignee"), is desirous of acquiring said trademarks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign unto Assignee, all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications and registrations thereof.

Signed at San Francisco, CA, this 31 day of July, 2015.

Assignor

By:

Scott Leichtner
Name: Scott Leichtner
Title: Vice President and Secretary of PlayFirst, Inc.

State of _____
County of _____

On this _____ day of _____, 2015, before me, _____, a Notary Public in and for the State of _____, personally appeared _____, personally known to me (or 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.

WITNESS my hand and official seal.

Notary Public

CALIFORNIA ALL-PURPOSE ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF California
COUNTY OF San Francisco

On July 31, 2015 before me, Alexandru Guran, Notary Public, personally appeared Scott Leichten

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 [Handwritten Signature]



This area for official notarial seal.

**OPTIONAL SECTION - NOT PART OF NOTARY ACKNOWLEDGEMENT
CAPACITY CLAIMED BY SIGNER**

Though statute does not require the Notary to fill in the data below, doing so may prove invaluable to persons relying on the documents.

- INDIVIDUAL
- CORPORATE OFFICER(S) TITLE(S)
- PARTNER(S) LIMITED GENERAL
- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER

SIGNER IS REPRESENTING:

Name of Person or Entity _____

Name of Person or Entity _____

OPTIONAL SECTION - NOT PART OF NOTARY ACKNOWLEDGEMENT

Though the data requested here is not required by law, it could prevent fraudulent reattachment of this form.

THIS CERTIFICATE MUST BE ATTACHED TO THE DOCUMENT DESCRIBED BELOW

TITLE OR TYPE OF DOCUMENT: Trademark Assignment

NUMBER OF PAGES _____ DATE OF DOCUMENT _____

SIGNER(S) OTHER THAN NAMED ABOVE _____

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