

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM399769

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bitstrips, Inc.		04/01/2016	Corporation: CANADA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Snapchat, Inc.		
<b>Street Address:</b>	63 Market Street		
<b>City:</b>	Venice		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90291		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86961890	BITMOJI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8582720221		
<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>			
<b>Phone:</b>	8582720220		
<b>Email:</b>	trademarks@ipla.com		
<b>Correspondent Name:</b>	John M. Kim		
<b>Address Line 1:</b>	4445 Eastgate Mall		
<b>Address Line 2:</b>	Suite 200		
<b>Address Line 4:</b>	San Diego, CALIFORNIA 92121		
<b>NAME OF SUBMITTER:</b>	John M. Kim		
<b>SIGNATURE:</b>	/John M. Kim/		
<b>DATE SIGNED:</b>	09/26/2016		
<b>Total Attachments: 8</b>			
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## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Assignment") is entered into effective April 1, 2016, by and between Bitatrips, Inc., a Canadian Corporation ("Assignor") and Snapchat, Inc., a Delaware Corporation ("Assignee") and the successor to Assignor's entire businesses.

### RECITALS

A. Assignor is the owner of record of the trademark application attached hereto as Exhibit 1 (the "Trademark").

B. Assignor is desirous of assigning to Assignee all right, title, interest and goodwill in the Trademark and all related rights in its business. Assignee is desirous of accepting such assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows.

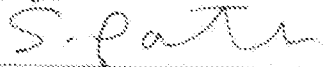
### AGREEMENT

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademark, including the goodwill, business, and all related rights. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the Trademark and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.


WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

Assignor

  
By: \_\_\_\_\_

Shahian Panth  
Vice President

Assignee

  
By: \_\_\_\_\_

Luke Yeh  
Head of Intellectual Property

# Exhibit 1

Trademark Electronic Application System (TEAS) filing receipt

1. **YOUR MARK:** BITMOJI (Standard Characters, mark.jpg)  
The literal element of the mark consists of BITMOJI.  
The mark consists of standard characters, without claim to any particular font, style, size, or color.
2. **YOUR SERIAL NUMBER:** We have received your U.S. Trademark Application and assigned serial number '86961890' to your submission. A summary of your application data is provided at the bottom of this message and serves as your official filing receipt. Please keep a copy of this information for your records. All correspondence concerning the application should reference your assigned serial number.

Please read all of the important information below. Not every mark is registrable with the USPTO and we do not refund the application filing fee(s) if a registration does not ultimately issue.

3. **RECEIVING E-MAIL COMMUNICATIONS/FILING DOCUMENTS ON-LINE:** Because you have authorized receipt of correspondence by e-mail, please make sure that your server will accept USPTO e-mail and not treat it as SPAM. If you must submit correspondence to us, please use the Trademark Electronic Application System (TEAS) forms, available at <http://www.uspto.gov/trademarks/teas/index.jsp>. Applicants who filed their application online using the lower-fee TEAS RF application form must (1) continue to submit certain documents online using TEAS, including responses to Office actions (see [http://www.uspto.gov/trademarks/teas/required\\_tea\\_filings.jsp](http://www.uspto.gov/trademarks/teas/required_tea_filings.jsp) for a complete list of these documents); (2) accept correspondence from the USPTO via e-mail throughout the examination process; and (3) maintain a valid e-mail address. TEAS RF applicants who do not meet these three requirements must submit an additional processing fee of \$50 per international class of goods/services. However, in certain situations, authorizing an examiner's amendment by telephone will not incur this additional fee.
4. **KEEP YOUR ADDRESS CURRENT IN USPTO RECORDS:** We do not extend filing deadlines due to a failure to receive USPTO mailings/e-mailings. You must update the correspondence and/or owner's address if a postal address and/or e-mail address changes, using the form(s) available at <http://www.uspto.gov/trademarks/teas/correspondence.jsp>.
5. **WARNING ABOUT UNSOLICITED COMMUNICATIONS:** You may receive trademark-related communications from private companies not associated with the USPTO. These communications frequently display customer-specific information, including your USPTO serial number or registration number and owner name, and request fees for trademark-related services, such as monitoring, listings in international publications, and document filing. None of the companies offering these services are affiliated with the USPTO or any other federal agency. All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov." Please consult the

"Warning" page on the Trademarks section of the USPTO's website for further information about unsolicited communications and to view representative examples of them. For general information on filing and maintenance requirements for trademark applications and registrations, including fees required by law, please consult [www.uspto.gov](http://www.uspto.gov), contact the [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or telephone 1-800-786-9199.

6. **LEGAL EXAMINATION PROCESS:** Your application is now pending examination. In approximately 3 months, your application will be assigned to a USPTO examining attorney for review. The application cannot mature into a registration unless all legal requirements are met, and many applications never satisfy these requirements and therefore never register. The overall process can take up to 18 months.
7. **CHECK STATUS AND REVIEW DOCUMENTS OR YOUR APPLICATION MAY BE UNINTENTIONALLY ABANDONED:** You **must** check the status and review all documents associated with your application at least every 3-4 months using Trademark Status and Document Retrieval (TSDR), available at <http://tsdr.uspto.gov/>.

Promptly e-mail the [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov) or telephone 1-800-786-9199 (select option #1) if an Office action (letter from the USPTO) or notice has issued for your application that you did not receive or do not understand. Failure to respond timely to any Office action or notice may result in the abandonment of your application, requiring you to pay an additional fee to have your application revived even if you did not receive the Office action or notice.

8. **FILING ERRORS:** If you discover an error in the application data, you must file a Voluntary Amendment at <http://www.uspto.gov/trademarks/teas/miscellaneous.jsp>. Do **not** submit any proposed amendment to [TEAS@uspto.gov](mailto:TEAS@uspto.gov), because the TEAS technical support team may not make any data changes. Please wait approximately 7 days after the filing date of your application to submit a Voluntary Amendment in order to allow for initial upload of your application data into the USPTO database. The assigned examining attorney will determine the acceptability of any Voluntary Amendment during examination. Not all errors may be corrected. For example, if you submitted the wrong mark or if the proposed correction would be considered a material alteration to your original filing, it will not be accepted. In this situation, your only recourse would be to file a new application, with a new fee and no refund of your original filing fee.
9. **REQUEST FOR REFUND AND/OR CANCELLATION:** Since your application has already been assigned a serial number, please do not contact [TEAS@uspto.gov](mailto:TEAS@uspto.gov) to request a refund or to cancel the filing. We will only cancel the filing and refund the filing fee if the application does not meet minimum filing requirements. The fee is a processing fee that the USPTO does not refund, even if your mark does not proceed to registration.

In the limited situation where you inadvertently filed identical applications, one immediately after the other, because no confirmation of the first filing was received, please provide both serial numbers to the technical support team at [TEAS@uspto.gov](mailto:TEAS@uspto.gov).

10. **SelectUSA:** The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor

community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit [SelectUSA.gov](http://SelectUSA.gov) or call +1-202-482-6800.

### **SUMMARY OF APPLICATION DATA FOLLOWS:**

**APPLICATION DATA:** You have filed a **Trademark/Service Mark Application** for registration on the **Principal Register** using a **TEAS RF** application form.

The applicant, Bitstrips Inc., a corporation of Canada, having an address of  
Unit 2024  
777 Richmond Street  
Toronto, Ontario M6J0C2  
Canada

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 009: Downloadable computer software application which allows users to create avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks; Computer software application for creating video games, television shows and movies with user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Video and electronic game software; user created video and electronic game software

In International Class 009, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 10/29/2014, and first used in commerce at least as early as 10/29/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) screenshots from application showing the mark being used in connection with the goods being claimed in Class 9.

Specimen-1 [SPE0-184184115138-20160401160439344994\_.\_BITMOJI\_.\_Cl\_9.pdf ]

Specimen-2 [SPE0-184184115138-20160401160439344994\_.\_BITMOJI\_.pdf ]

International Class 016: Comic books; coasters of paper; calendars; children's books; coloring books; decals; folders; gift bags; photo albums; posters; rubber stamps; sketch pads; stickers; office supplies, namely, notebooks, pens, pencils, paper stationery, staplers, greeting cards, stamps, and mailing labels; graphic prints

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on

or in connection with the identified goods/services.

International Class 021: Kitchen wares, namely, mugs, plastic coasters, cookie cutters, serving spoons, bowls, plates, paper and plastic cups; ceramic figurines; lunch boxes; tooth brushes

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 024: Coasters of textile; Housewares, namely, bed sheets, blankets and textile wall hangings, comforters, dish clothes, drapery, duvets, fabric flags, hand towels, pillowcases, quilts, table linens, throws, towels

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 025: Clothing, namely, t-shirts, polo shirts, long-sleeve shirts, socks, underwear, pants, jackets, jerseys, hats, dresses, sweatshirts and shorts; aprons; beanies; coats; footwear; gloves; pajamas; robes; scarves; slippers; swimsuits; shoes; sandals

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 026: Buttons; belt buckles; hair accessories; ribbons; shoe laces

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 028: Playing cards; toys, namely, plush toys, stuffed animals, modeled plastic toy figurines and board games; balls for gaming; balloons; bath toys; card games; dolls; kites; playsets; puzzles

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 041: Mobile media and entertainment services in the nature of content preparation, namely, creation and production of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Entertainment services, namely, providing online non-downloadable graphics via a website, namely, avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that end users can transmit and receive by means of the Internet or other computer or telecommunication networks, wireless communications networks, or by using computers, laptops, mobile equipment, and handheld digital electronic devices

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 10/29/2014, and first used in commerce at least as early as 10/29/2014, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) screenshots from website and Google Play showing mark being used in connection with the services being claimed in Class 41.

Specimen-1 [SPE0-184184115138-20160401160439344994\_-\_BITMOJI\_-\_Class\_41.pdf ]

International Class 045: Licensing of intellectual property, namely, user created avatars, graphic



icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The applicant's current Attorney Information:

John M. Kim and Joshua J. Richman; Renee A. Keen; Kristin G. Strojan; Molly M. Weitzberg; Ben S. White of IPLA, LLP

Suite 200  
4445 Eastgate Mall  
San Diego, California 92121  
United States

The applicant's current Correspondence Information:

John M. Kim  
IPLA, LLP  
Suite 200  
4445 Eastgate Mall  
San Diego, California 92121  
8582720220(phone)  
8582720221(fax)  
trademarks@ipla.com (authorized)

**E-mail Authorization:** I authorize the USPTO to send e-mail correspondence concerning the application to the applicant or applicant's attorney at the e-mail address provided above. I understand that a valid e-mail address must be maintained and that the applicant or the applicant's attorney must file the relevant subsequent application-related submissions via the Trademark Electronic Application System (TEAS). Failure to do so will result in an additional processing fee of \$50 per international class of goods/services.

A fee payment in the amount of \$2475 has been submitted with the application, representing payment for 9 class(es).

### Declaration

The signatory believes that: if the applicant is filing the application under 15 U.S.C. § 1051(a), the applicant is the owner of the trademark/service mark sought to be registered; the applicant is using the mark in commerce on or in connection with the goods/services in the application; the specimen(s) shows the mark as used on or in connection with the goods/services in the application; and/or if the applicant filed an application under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e), the applicant is entitled to use the mark in commerce; the applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the goods/services in the application. The signatory believes that to the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other

persons, to cause confusion or mistake, or to deceive. The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

**Declaration Signature**

Signature: /Jacob Blackstock/ Date: 04/01/2016

Signatory's Name: Jacob Blackstock

Signatory's Position: Chief Executive Officer

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Thank you,

The TEAS support team

Fri Apr 01 18:52:46 EDT 2016

STAMP: USPTO/BAS-184.184.115.138-20160401185246414229-86961890-

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