

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	Entity Type
Robert Patton		07/31/2007	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Lemonade, Inc.		
Street Address:	2711 Centerville Road, Suite 400		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19808		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77122434	LEMONADE	
Serial Number:	77122380	LEMONADE	
Serial Number:	77122400		
Serial Number:	77122444	CONSUMER GENERATED COMMERCE	
Serial Number:	77122416	E-COMMERCE FOR EVERYONE	
CORRESPONDENCE DATA			
Fax Number:	(914)941-6091		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-941-5668		
Email:	pmulhern@collenip.com		
Correspondent Name:	Matthew C. Wagner		
Address Line 1:	The Holyoke-Manhattan Building,		
Address Line 2:	80 South Highland Avenue		
Address Line 4:	Ossining, NEW YORK 10562		
ATTORNEY DOCKET NUMBER:	G563		

OP \$140.00 77122434

NAME OF SUBMITTER:	Matthew C. Wagner
Signature:	/Matthew C. Wagner/
Date:	08/07/2007
Total Attachments: 4 source=lemonade assign from patton to Inc g563 08 07 07#page1.tif source=lemonade assign from patton to Inc g563 08 07 07#page2.tif source=lemonade assign from patton to Inc g563 08 07 07#page3.tif source=lemonade assign from patton to Inc g563 08 07 07#page4.tif	

**RECORDATION FORM COVER SHEET
TRADEMARKS ONLY**

Mail Stop Assignment Recordation Services, RE: Our File: G563
Director of the United States Patent and
Trademark Office, P.O. Box 1450,
Alexandria VA 22313-1450

1. <u>Name (and address) of conveying party(ies)</u>	2. <u>Name and Address of receiving party(ies)</u>
Robert Patton 27 Royle Road Darien, Connecticut 06820	Lemonade, Inc. 2711 Centerville Road, Suite 400 Wilmington, Delaware 19808

(X) Individual () Association () General Partnership () Limited Partnership () Corporation- () Other - Limited Liability Company	() Individual(s) citizenship () Association () General Partnership () Limited Partnership (X) Corporation- () Other -
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If assignee is not domiciled in the
United States, a domestic
representative designation is
attached: () Yes () No

3. Nature of conveyance:

(X) Assignment; () Security Agreement; () Other;	() Merger () Change of Name () Change of Address
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Execution Date: July 31, 2007

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 77/122,434 77/122,380 77/122,400 77/122,444 77/122,416	B. Trademark Reg. No.(s)
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Additional numbers attached () Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

COLLEN IP
Intellectual Property Law, P.C.
The Holyoke-Manhattan Building
80 South Highland Avenue
Town of Ossining
Westchester County, New York 10562

6. Total number of applications/registrations involved: 5

7. Total fee (37 CFR 3.41) \$140.00

- () Enclosed
(X) Authorized to be charged to deposit account
() Already submitted

8. Deposit account number:

03-2465

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Matthew C. Wagner

Name of person signing



Signature

August 7, 2007

Date

Total number of pages comprising cover sheet, attachments and documents: 4

MCW:pm

Enclosure: Assignment Document

NOTE: IF THERE IS ANY FEE DUE AT THIS TIME, PLEASE CHARGE IT TO OUR DEPOSIT ACCOUNT NO. 03-2465 AND ADVISE.

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TRADEMARK
REEL: 003595 FRAME: 0994

Exhibit A**ASSIGNMENT OF TRADEMARK**

This assignment ("Assignment") is made on the 31st day of July, 2007, between Robert Patton, an individual having an address at 27 Royle Road, Darien, CT 06820 ("ASSIGNOR") and Lemonade, Inc. a Delaware corporation ("ASSIGNEE").

WHEREAS, ASSIGNOR has acquired, adopted and has a bona fide intent in using the trademark(s), service mark(s), logo(s) and slogan(s) (all of the foregoing, collectively, the "Mark(s)") for which he is the owner of filed applications in the United States Patent and Trademark Office as set forth on Schedule 1 attached hereto; and;

WHEREAS, ASSIGNEE is desirous of acquiring any and all right, title and interest that ASSIGNOR may have in and to the Mark(s) and the application(s) thereof, together with the goodwill and/or the portion of the ASSIGNOR's business to which the Mark(s) pertain, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all his right, title, and interest in and to the Mark(s) and application(s) therefor for the United States and throughout the universe, together with the goodwill and/or the portion of the ASSIGNOR's business to which the Mark(s) pertain, along with the right to recover for damages and profits for past infringements thereof.

ASSIGNOR agrees to execute and deliver at the request of the ASSIGNEE, all papers, instruments and assignments, and to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's rights, title, and interest in and to the said Mark(s) and application(s) in the ASSIGNEE and/or provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the ASSIGNEE, to the extent such evidence is in the possession or control of ASSIGNOR.

IN TESTIMONY WHEREOF, ASSIGNOR has duly executed this Assignment.

Assignor - **ROBERT PATTON**

By: 

Dated: July 31, 2007

Schedule 1

1: U.S. Trademark Application

Applicant : Lemonade, LLC
Mark : LEMONADE (Word Mark)
Serial No. : 77/122434
Filing Date : March 5, 2007

2: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : LEMONADE (STYLIZED)

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Serial No. : 77/122380
Filing Date : March 5, 2007

3: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : MISCELLANEOUS DESIGN
Serial No. : 77/122400
Filing Date : March 5, 2007

4: U.S Trademark Application

Applicant : Lemonade, LLC
Mark : CONSUMER GENERATED COMMERCE(Word Mark)
Serial No. : 77/122444
Filing Date : March 5, 2007

5: U.S. Trademark Application

Applicant : Lemonade, LLC
Mark : E-COMMERCE FOR EVERYONE (Word Mark)
Serial No. : 77/122416
Filing Date : March 5, 2007