

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WeReadia, Inc.		06/10/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Subtext Media, Inc.		
Street Address:	16469 Shadow Mountain Drive		
City:	Pacific Palisades		
State/Country:	CALIFORNIA		
Postal Code:	90272		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78944751	SUBTEXT	
Serial Number:	85335341	SUBTEXT	
CORRESPONDENCE DATA			
Fax Number:	(650)938-5200		
Phone:	650.988.8500		
Email:	trademarks@fenwick.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Fenwick & West LLP		
Address Line 1:	801 California Street		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	28348-00070-4198		
NAME OF SUBMITTER:	Linda M. Goldman		
Signature:	/Linda Goldman/		
Date:	10/12/2011		
Total Attachments: 0			

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