

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lisa Stone		08/16/2006	INDIVIDUAL: UNITED STATES
Elisa Camahort		08/16/2006	INDIVIDUAL: UNITED STATES
Jory Des Jardins		08/16/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BLOGHER LLC		
Street Address:	555 Bryant Street		
Internal Address:	Suite 447		
City:	Palo Alto		
State/Country:	CALIFORNIA		
Postal Code:	94301		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78750265	BLOG HER	
CORRESPONDENCE DATA			
Fax Number:	(510)295-2401		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	510-841-9800		
Email:	trademarks@campcobalt.com		
Correspondent Name:	Tsan Abrahamson/Cobalt LLP		
Address Line 1:	819 Bancroft Way		
Address Line 4:	Berkeley, CALIFORNIA 94710		
ATTORNEY DOCKET NUMBER:	BLOG HER ASSIGNMENT		
NAME OF SUBMITTER:	Gregory Soltys		

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Signature:

/Gregory Soltys/

Date:

08/16/2006

Total Attachments: 1

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT OF TRADEMARK UNDER 37 C.F.R. 3.11

WHEREAS, Lisa Stone, Elisa Camahort and Jory Des Jardins, all California residents with an address at 555 Bryant Street, Suite 456, Palo Alto, California 94301, are co-owners of the mark **BLOG HER**, bearing the Serial No. **78/750,265** and have filed an intent-to-use application with the United States Patent and Trademark Office, but have not yet filed an Amendment to Allege Use or a Statement of Use for the application, and;

WHEREAS, Lisa Stone, Elisa Camahort and Jory Des Jardins are assigning the mark in the above-referenced application as part of the portion of the business thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, **BLOGHER LLC**, a Delaware Corporation having its principal place of business at 555 Bryant Street, Suite 447, Palo Alto, California 94301, the successor of the portion of the ongoing and existing business to which the mark pertains, is desirous of acquiring the said trademark and pending intent-to-use application therefor:

WHEREAS, this assignment shall be effective February 23, 2006 ("Effective Date).

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Lisa Stone, Elisa Camahort and Jory Des Jardins hereby assign to **BLOGHER LLC**, as of the Effective Date, all right, title and interest in the United States in and to the above-mentioned trademark, together with the goodwill of the business symbolized by said trademark and the pending application for registration.

This Assignment Agreement may be executed in counterparts each of which shall be deemed an original, but all of which taken together shall constitute by one of the same Assignment Agreement.

Signed at Palo Alto, on this 16 day of August, 2006.

LISA STONE

By: 

ELISA CAMAHORT

By: 

JORY DES JARDINS

By: 