

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Assignment of Trademark Rights		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Intermix Network, LLC		11/16/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Demand Entertainment, Inc.		
Street Address:	1454 Third Street Promenade		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	2387655	GAMER' S ALLIANCE	
Registration Number:	2376314	PLAY4PRIZES	
Registration Number:	2381429	FUNONE.COM	
Registration Number:	2514767	JUST SAY WOW!	
Registration Number:	2514768	FUNPAGELAND.COM	
Registration Number:	2539744	DUSTCLOUD.COM	
Registration Number:	2539745	JUSTPIGS.COM	
Registration Number:	2517077	FLOWGO	
Registration Number:	2529710	FUNSTUN	
Registration Number:	2517204	SEND4FUN	
Registration Number:	2748129	CONTAGIOUS ENTERTAINMENT	
Registration Number:	2618666	FUNBUG	
Registration Number:	2679015		

OP \$640.00 2387655

Registration Number:	2692319	INTELLIGENTX
Registration Number:	2638332	INTELLIGENT X
Registration Number:	2362637	INFOBEAT
Serial Number:	78482816	GRAB
Registration Number:	2955231	SUPERNATING SUPERDUDES
Registration Number:	2578576	QUICK INSPIRATIONS
Registration Number:	2895977	GRAB
Registration Number:	2895976	GRAB IT
Registration Number:	2610317	FUNBUG.COM
Registration Number:	2536757	CUPID JUNCTION
Registration Number:	2362033	FOCALEX
Registration Number:	2359992	FOCALEX WHAT'S YOUR MESSAGE?

CORRESPONDENCE DATA

Fax Number: (714)755-8290
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 7145401235
 Email: ipdocket@lw.com, patty.conner@LW.com
 Correspondent Name: Latham & Watkins LLP
 Address Line 1: 650 Town Center Drive, Suite 2000
 Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	042280-0016 FROM INTERMIX
NAME OF SUBMITTER:	Patricia A. Conner
Signature:	/Patricia A. Conner/
Date:	11/30/2006

Total Attachments: 4

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ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS (this "Assignment") is made and entered into as of November 16, 2006, by and among Intermix Network, LLC, a Delaware limited liability company ("Assignor"), as assignor, in favor of Demand Entertainment, Inc., a Delaware corporation ("Assignee"), as assignee, with reference to the following facts and circumstances:

RECITALS

WHEREAS, on November 16, 2006, Assignee, Fox Interactive Media, Inc., a Delaware corporation, Intermix Media, Inc., a Delaware corporation, Assignor, Cases Ladder, Inc., a California corporation, Focalex, Inc., a Massachusetts corporation, and Social Labs, LLC, a Delaware limited liability company, entered into an Asset and Stock Purchase Agreement (the "Asset and Stock Purchase Agreement"), pursuant to which Assignor has agreed to sell all of the Assets (as defined in the Asset and Stock Purchase Agreement) to Assignee; and

WHEREAS, Assignor has registered or filed an application to register with the United States Patent and Trademark Office the trademarks set forth on Exhibit A hereto (the "Trademarks").

WHEREAS, pursuant to the Asset and Stock Purchase Agreement, Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks and the good will symbolized by and associated with same.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration paid by Assignee, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, its successors and assigns, all of Assignor's right title and interest to the Trademarks, including common law rights, throughout the world, together with all of the good will symbolized by and associated with the Trademarks, the same to be held by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made, and all claims for damages and other remedies for past infringements of the Trademarks, along with the right to sue for and collect such damages and other remedies for the use and benefit of Assignee and its successors, assigns and other legal representatives.

Assignor authorizes and requests the United States Patent and Trademark Office to issue all trademark registrations which may issue on any applications for any Trademark or any portion thereof to Assignee, its successors and assigns, in accordance with this Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have executed and entered into this Assignment as of the date first written above.

ASSIGNOR:

INTERMIX NETWORK, LLC

By:

Its:

By:

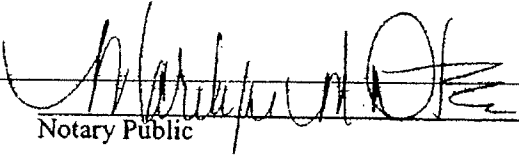
Name: Edward McKenna Jr.

Title: Executive Vice President

STATE OF California)
CITY/COUNTY OF LOS ANGELES) SS

I, the undersigned, a Notary Public in and for said City/County, in the State aforesaid, do hereby certify that Edward McKenna Jr., EVP/CEO of Intermix Network, LLC, a Delaware limited liability company, who is personally known to me or proved to me on the basis of satisfactory evidence to be the same person whose name is subscribed to the foregoing instrument as such _____, appeared before me this day in person and acknowledged that he signed and delivered the said instrument as his own free and voluntary act and as the free and voluntary act and deed of said limited liability company for the uses and purposes therein set forth.

Given under my hand and notarial seal, this _____ day of November, 2006.


Notary Public

My Commission expires: April 18, 2010

Notarial Seal



[Signature Page to Assignment of Intellectual Property Rights]

TRADEMARK
REEL: 003436 FRAME: 0118

ASSIGNEE:

DEMAND ENTERTAINMENT, INC.

By: _____

Name: Richard Rosenblatt

Title: President

STATE OF California)
COUNTY OF Los Angeles) SS

I, the undersigned, a Notary Public in and for said County, in the State aforesaid, do hereby certify that Richard Rosenblatt, CEO of Demand Entertainment, Inc., a Delaware corporation, who is personally known to me or proved to me on the basis of satisfactory evidence to be the same person whose name is subscribed to the foregoing instrument as such Richard Rosenblatt, appeared before me this day in person and acknowledged that he signed and delivered the said instrument as his own free and voluntary act and as the free and voluntary act and deed of said corporation for the uses and purposes therein set forth.

Given under my hand and notarial seal, this 6 day of November, 2006.

[Signature]
Notary Public

My Commission expires: March 25, 2009

Notarial Seal



[Signature Page to Assignment of Intellectual Property Rights]

TRADEMARK
REEL: 003436 FRAME: 0119

EXHIBIT A

<u>Mark</u>	<u>Application Date</u>	<u>Application Serial No.</u>	<u>Registration Date</u>	<u>Registration No.</u>
GAMER'S ALLIANCE	1999/09/01	75/791,421	2000/09/19	2,387,655
PLAY4PRIZES	1999/10/05	75/816,157	2000/08/08	2,376,314
FUNONE.COM	1999/10/13	75/821,629	2000/08/29	2,381,429
JUST SAY WOW!	2000/08/21	76/114,842	2001/12/04	2,514,767
FUNPAGELAND.COM	2000/08/21	76/114,874	2001/12/04	2,514,768
DUSTCLOUD.COM	2000/08/21	76/114,872	2002/02/19	2,539,744
JUSTPIGS.COM	2000/08/21	76/114,873	2002/02/19	2,539,745
FLOWGO	2000/11/21	76/169,439	2001/12/11	2,517,077
FUNSTUN	2001/02/09	76/208,005	2002/01/15	2,529,710
SEND4FUN	2001/02/09	76/208,000	2001/12/11	2,517,204
CONTAGIOUS ENTERTAINMENT	2001/05/24	76/262,274	2003/08/05	2,748,129
FUNBUG.COM	2000/02/23	75/945,156	2002/08/20	2,610,317
FUNBUG	2000/02/23	75/945,161	2002/09/10	2,618,666
DESIGN ONLY (BUG)	2000/08/29	78/023,550	2003/01/21	2,679,015
INTELLIGENTX	2001/07/26	76/290,644	2003/03/04	2,692,319
INTELLIGENTX	2000/09/18	76/130,066	2002/10/22	2,638,332
CUPID JUNCTION	2001/08/15	76/299,695	2002/02/05	2,536,757
INFOBEAT	1997/06/30	75/316,495	2000/06/27	2,362,637
GRAB*	2004/09/13	78/482,816		
SUPERNATING SUPERDUDES	2000/07/19	76/091,908	2005/05/24	2,955,231
QUICK INSPIRATIONS	2001/09/20	76/315,406	2002/06/11	2,578,576
GRAB	1999/06/15	75/728,583	2004/10/19	2,895,977
GRAB IT	1999/06/15	75/728,582	2004/10/19	2,895,976
FUNBUG (Miscellaneous Design)	2000/08/29	78/023,550	2002/08/20	2,679,015
FOCALEX	1999/06/11	75/726,957	2000/06/27	2,362,033
FOCALEX WHAT'S YOUR MESSAGE?	1999/06/11	75/726,984	2000/06/27	2,359,992

* Application pending