

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
Trails.com, Inc.		09/18/2007	CORPORATION: WASHINGTON
RECEIVING PARTY DATA			
Name:	DEMAND MEDIA, INC.		
Street Address:	1454 Third Street Promenade		
City:	Santa Monica		
State/Country:	NEW YORK		
Postal Code:	90403		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2594002	RUN THE PLANET	
CORRESPONDENCE DATA			
Fax Number:	(212)527-7701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212.257.7700		
Email:	tmdocket@darbylaw.com		
Correspondent Name:	Laura J. Winston/Darby & Darby P.C.		
Address Line 1:	P.O. Box 770, Church Street Station		
Address Line 4:	New York, NEW YORK 10008-0770		
ATTORNEY DOCKET NUMBER:	20909/3202728-US0		
NAME OF SUBMITTER:	Laura J. Winston		
Signature:	/Laura J. Winston/		
Date:	09/18/2007		

OP \$40.00 2594002

Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, **TRAILS.COM, INC.**, a corporation organized and existing under and by virtue of the laws of Washington and having a place of business at 710 Second Avenue, Suite 1130, Seattle, Washington 98104, ("Assignor"), owns and has used in its business the following trademark and trademark registration:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
RUN THE PLANET	2,594,002	July 16, 2002

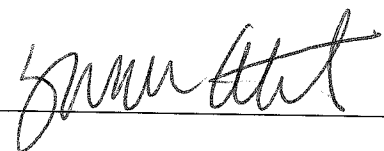
; and

WHEREAS, **DEMAND MEDIA, INC.**, a corporation organized and existing under and by virtue of the laws of Delaware, and having a place of business at 1454 Third Street Promenade, Santa Monica, California 90403, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby sell, assign, and transfer the said entire right, title and interest in and to the said trademark and trademark registration therefor and any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringements thereof.

TRAILS.COM, INC.

Dated: 9/18/07

By: 

Print Name: Sarah E. Akhtar

Print Title: Assistant Secretary