

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	11/12/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Joseph Andrews		11/12/2007	INDIVIDUAL: UNITED STATES

**RECEIVING PARTY DATA**

Name:	DEMAND MEDIA, INC.
Street Address:	1333 Second Street, Suite 100
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90401
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2799794	DUPLICATE SPADES

**CORRESPONDENCE DATA**

Fax Number: (212)527-7701  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 212-527-7700  
 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:	20909/8202355-000
NAME OF SUBMITTER:	Laura J. Winston
Signature:	/Laura J. Winston/

OP \$40.00 2799794

Date:

11/20/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, **Joseph Andrews**, an individual residing at 20 Linwood Avenue, Melrose, Massachusetts 02176, hereinbelow called "Assignor" owns and has used the trademark and trademark registration shown below:

<u>Mark</u>	<u>U.S. Registration No.</u>
DUPLICATE SPADES	2,799,794

; 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 1333 Second Street, Suite 100, Santa Monica, California 90401, hereinbelow 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 has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, 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 and any right to recover for past infringement thereof.

JOE ANDREWS

  
TRADEMARK

Dated: 12 Nov. 07  
RECORDED: 11/20/2007

REEL: 003664 FRAME: 0758