

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MAPS A LA CARTE, INC.		03/05/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	DEMAND MEDIA, INC.		
<b>Street Address:</b>	1333 2nd St., Suite 100		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90401		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2586102	TOPOZONE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)527-7701		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212.527.7700		
<b>Email:</b>	tmdocket@darbylaw.com		
<b>Correspondent Name:</b>	Laura J. Winston/Darby & Darby P.C.		
<b>Address Line 1:</b>	P.O. Box 770, Church Street Station		
<b>Address Line 4:</b>	New York, NEW YORK 10008-0770		
<b>ATTORNEY DOCKET NUMBER:</b>	20909/3203868-US0		
<b>NAME OF SUBMITTER:</b>	Laura J. Winston		
<b>Signature:</b>	/laura j. winston/		
<b>Date:</b>	03/11/2008		

OP \$40.00 2586102

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, **MAPS A LA CARTE, INC.**, a corporation organized and existing under and by virtue of the laws of Delaware and having a place of business at 73 Princeton Street, North Chelmsford, Massachusetts 01863, herein below called "Assignor", owns and has used in its business the following trademarks and trademark registrations:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
TOPOZONE	2,586,102	June 25, 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 1333 2nd St. Suite 100, Santa Monica, California 90401, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks and trademark registrations 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 trademarks and trademark registrations 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.

**MAPS A LA CARTE, INC.**

Dated: 3/5/08

By: Sarah E. Akhtar

Name: Sarah E. Akhtar

Title: Secretary