

Form PTO-1594 (Rev. 07/05)  
OMB Collection 0651-0027 (exp. 6/30/2008)

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

## RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p><b>1. Name of conveying party(ies):</b> Ars Technica, LLC</p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input type="checkbox"/> Corporation- State: _____  <input checked="" type="checkbox"/> Other <u>limited liability company</u></p> <p>Citizenship (see guidelines) <u>Massachusetts</u></p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p><b>2. Name and address of receiving party(ies)</b> <input type="checkbox"/> Yes  Additional names, addresses, or citizenship attached? <input checked="" type="checkbox"/> No</p> <p>Name: <u>Advance Magazine Publishers Inc.</u>  Internal  Address: _____</p> <p>Street Address: <u>Four Times Square</u></p> <p>City: <u>New York</u>  State: <u>New York</u>  Country: <u>USA</u> Zip: <u>10036</u></p> <p><input type="checkbox"/> Association      Citizenship _____  <input type="checkbox"/> General Partnership      Citizenship _____  <input type="checkbox"/> Limited Partnership      Citizenship _____  <input checked="" type="checkbox"/> Corporation      Citizenship <u>New York</u>  <input type="checkbox"/> Other _____      Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No  (Designations must be a separate document from assignment)</p>
<p><b>3. Nature of conveyance )/Execution Date(s) :</b>  Execution Date(s) <u>May 19, 2008</u></p> <p><input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other _____</p>	<p><b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b></p> <p>A. Trademark Application No.(s) _____  B. Trademark Registration No.(s) <u>3,343,337</u></p> <p style="text-align: right;">Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p><b>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):</b>  <u>ARS TECHNICA</u></p>	
<p><b>5. Name &amp; address of party to whom correspondence concerning document should be mailed:</b>  Name: <u>Pamela A. Rask</u></p> <p>Internal Address: <u>Sabin Bermant &amp; Gould</u></p> <p>Street Address: <u>Four Times Square</u></p> <p>City: <u>New York</u>  State: <u>New York</u> Zip: <u>10036</u>  Phone Number: <u>(212) 381-7035</u>  Fax Number: <u>(212) 381-7227</u>  Email Address: <u>prask@sbandg.com</u></p>	<p><b>6. Total number of applications and registrations involved:</b> <span style="border: 1px solid black; padding: 2px 10px;">1</span></p> <p><b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41) \$</b> _____</p> <p><input type="checkbox"/> Authorized to be charged by credit card  <input checked="" type="checkbox"/> Authorized to be charged to deposit account  <input type="checkbox"/> Enclosed</p>
<p><b>8. Payment Information:</b></p> <p>a. Credit Card      Last 4 Numbers _____  Expiration Date _____</p> <p>b. Deposit Account Number <u>19-0004</u>  Authorized User Name <u>Pamela A. Rask</u></p>	
<p><b>9. Signature:</b> <u>Pamela Rask</u> <span style="float: right;"><u>6/9/08</u></span>  Signature      Date</p> <p style="text-align: center;"><u>Pamela Rask</u>  Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: <span style="border: 1px solid black; padding: 2px 10px;"> </span></p>	

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

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**TRADEMARK**  
**REEL: 003792 FRAME: 0698**

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**EXECUTION COPY****ASSIGNMENT OF TRADEMARKS, TRADE NAMES AND DOMAIN NAMES**

This Assignment of Trademarks, Trade Names and Domain Names is made May 19, 2008, by and among CondéNet, a division of Advance Magazine Publishers Inc., a New York corporation ("Buyer") and Ars Technica, LLC, a Massachusetts limited liability company ("Seller").

WHEREAS, Buyer and Seller are parties to an Asset Purchase Agreement dated as of May 14, 2008 (the "Asset Purchase Agreement"), which provides, among other things, for the transfer by Seller to Buyer of certain "Assets" of Seller (as such term is defined in the Asset Purchase Agreement) on the terms and conditions set forth in the Asset Purchase Agreement; and

WHEREAS, Seller has adopted and used certain trademarks, trade names, titles and domain names, as shown on the attached Schedule; and

WHEREAS, Buyer is desirous of acquiring all rights to such trademarks, trade names, titles and domain names;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Seller does hereby sell, assign, transfer and set over unto Buyer all right, title and interest in and to all trademarks, trade names, titles and domain names shown on the attached Schedule, together with any and all goodwill associated with the use and/or registration of the aforesaid trademarks, trade names, titles and domain names.

IN WITNESS WHEREOF, Seller has executed this Assignment as of the date first above written.

ARS TECHNICA, LLC

By: Kenneth R. Fisher, III  
 Name: Kenneth R. Fisher, III  
 Title: Manager

**SCHEDULE  
of  
TRADEMARKS, TRADE NAMES AND DOMAIN NAMES**

Each of the following trademarks, trade names and domain names in each case as used in connection with the website located at the URL: <http://www.arstechnica.com> and any other use by Seller in connection with the Business (as defined in the Asset Purchase Agreement):

1. Primary Trademarks.  
U.S. Service Mark for "Ars Technica" - Reg. No. 3,343,337; Reg. Date November 27, 2007; Registrant: Ars Technica, LLC; Use: Int. Cl. 41; Prior U.S. Cls 100, 101, and 107  
See "Ars Logo" attached to this Schedule as Annex I
2. Primary Trade Names.
  - a. Journal Names.
    - i. Infinite Loop
    - ii. Opposable Thumbs
    - iii. Nobel Intel
    - iv. M-Dollar (One Microsoft Way is the current name, but the Company will likely change it)
    - v. Open Ended
    - vi. Kit
    - vii. The Newsdesk
    - viii. The Wanker Desk
  - b. Slogans.
    - i. "The Art of Technology"
    - ii. "Serving the Technologist for  $n \times 10^n$  Centuries"
    - iii. "You Don't Need to Know Everything, Only What's Important"
3. Additional Names and Marks  
See Annex II to this Schedule
4. Domain Names.
  - a. [www.arstechnica.com](http://www.arstechnica.com)
  - b. [www.ars-technica.com](http://www.ars-technica.com)
  - c. [www.2lhx.com](http://www.2lhx.com)
  - d. [www.2lhx.net](http://www.2lhx.net)
  - e. [www.2lhx.org](http://www.2lhx.org)
  - f. [www.2oolbox.com](http://www.2oolbox.com)