

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SMARTNAME, LLC		09/07/2006	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	DOMAIN PARKING SERVICES, LLC		
Street Address:	230 Third Avenue		
City:	Waltham		
State/Country:	MASSACHUSETTS		
Postal Code:	02451		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3258192	SMARTNAME	
CORRESPONDENCE DATA			
Fax Number:	(617)523-1231		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	6175701000		
Email:	mhutchinson@goodwinprocter.com		
Correspondent Name:	Goodwin Procter LLP		
Address Line 1:	Exchange Place		
Address Line 4:	Boston, MASSACHUSETTS 02109		
ATTORNEY DOCKET NUMBER:	120737/178389		
NAME OF SUBMITTER:	Robert S. Blasi		
Signature:	/Robert S. Blasi/		
Date:	07/09/2008		

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Total Attachments: 3

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ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS ASSIGNMENT OF INTELLECTUAL PROPERTY (this "Assignment") is made this 7th day of September, 2006, by SMARTNAME, LLC, a New Jersey limited liability company ("Assignor"), in favor of DOMAIN PARKING SERVICES, LLC, a Delaware limited liability company ("Assignee"). All capitalized words and terms used in this Assignment and not defined herein shall have the respective meanings ascribed to them in the Asset Purchase Agreement, dated as of September 1, 2006 (the "Agreement"), by and among Assignor, Ari Goldberger, Lawrence Fischer, NameMedia, Inc., a Delaware corporation, and Assignee.

WHEREAS, pursuant to the Agreement, Assignor has agreed to sell, assign, transfer, convey and deliver to Assignee all of Assignor's right, title and interest in, to and under the Purchased Assets;

WHEREAS, certain of the Purchased Assets constitute Business Intellectual Property, which the parties desire to sell, assign, convey and transfer by this instrument.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby:

SELL, ASSIGN, CONVEY AND TRANSFER to Assignee all of its right, title and interest in and to: (i) the Business Intellectual Property, including all rights to use, exploit, license and otherwise dispose of the same; (ii) all divisional, continuing, substitute, renewal, reissue, extension, and all other applications which have been or shall be filed in the United States and all other countries in respect of the Business Intellectual Property or any improvements or derivatives thereof, specifically including the right to file such applications under the provisions of any convention or treaty and claim priority based on such application in the United States; (iii) all original, renewal, extension and reissued registrations which have been or shall be issued in the United States and all other countries in respect of the Business Intellectual Property of any improvements or derivatives thereof; (iv) all claims for damages for reason of past or current infringement of the Business Intellectual Property, as well as the right to sue for and collect the same for its own use and enjoyment; and (v) with respect to any and all trademarks, service marks or trade names, the goodwill of the business associated therewith and appurtenant thereto.

AUTHORIZE the Director of the United States Patent & Trademark Office, the United States Register of Copyrights, and/or any official of any U.S. state or states, or any country or countries foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the Owned Intellectual Property and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.

COVENANT that, when requested and at the expense of Assignee, Assignor will execute and deliver to Assignee any and all documents reasonably requested by Assignee to effectuate the assignment described herein,

COVENANT that this Assignment will be binding on the successors of Assignor and extend to the successors, assigns and nominees of Assignee.

[Signature Page Follows]

IN WITNESS WHEREOF, the undersigned has executed this Assignment of Intellectual Property as of the date set forth above.

SMARTNAME, LLC

By: 

Name: Ari Goldeberger

Title: Manager

[Signature Page to Assignment of Intellectual Property]