

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
Justmommies Inc.		08/12/2008	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	eHarmony, Inc.		
Street Address:	888 East Walnut Street, 2nd Floor		
City:	Pasadena		
State/Country:	CALIFORNIA		
Postal Code:	91101		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3434379	JUSTMOMMIES	
Registration Number:	3434380	JUSTMOMMIES	
CORRESPONDENCE DATA			
Fax Number:	(877)769-7945		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-839-5070		
Email:	tmdoctc@fr.com, lgs@fr.com, tyh@fr.com		
Correspondent Name:	Lisa Greenwald-Swire		
Address Line 1:	P.O. Box 1022		
Address Line 4:	Minneapolis, MINNESOTA 55440-1022		
ATTORNEY DOCKET NUMBER:	24237-0196001		
NAME OF SUBMITTER:	Lisa Greenwald-Swire		
Signature:	/Lisa Greenwald-Swire/		
Date:	09/08/2008		

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Total Attachments: 7

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INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (this "*Assignment*") is entered into as of August 12, 2008, by and between eHarmony, Inc., a Delaware corporation ("*Assignee*"), and Justmommies Inc., a Michigan corporation ("*Seller*"), and Patty Hone and Teresa Redmond (collectively, "*Founders*" and, together with Seller, "*Assignor*").

A. Simultaneously with the execution and delivery of this Assignment, Purchaser, Seller and Founders have entered into an Asset Purchase Agreement, dated as of August 12, 2008 (the "*Purchase Agreement*"), pursuant to which Assignee has purchased from Seller substantially all the Assets of Seller (the "*Transaction*"). Capitalized terms used herein and not defined shall have the respective meanings ascribed to them in the Purchase Agreement unless otherwise expressly indicated.

B. Pursuant to the Transaction, Assignee desires that Assignor assign to Assignee all right, title and interest in and to the Transferred Intellectual Property and the Transferred Intellectual Property Rights (collectively, the "*Business Intellectual Property*"); and

NOW, THEREFORE, in consideration of the Transaction and Purchaser's purchase of the Assets, and for other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor, intending to be legally bound, hereby covenants and agrees as follows:

1. Assignment. Assignor hereby assigns, transfers, conveys and delivers to Assignee, and its successors and assigns, effective as of the date first referred above, all right, title, and interest of Assignor in and to the Business Intellectual Property, including any and all income, royalties, damages, claims, and payments now or hereafter due or payable with respect to the Business Intellectual Property, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the Business Intellectual Property rights (together with the right to sue or otherwise recover and receive all damages, payments, costs and fees associated therewith), including the following:

a. Trademarks.

- i. All world-wide registered and common law trademarks, trade names, service marks, service names, logos, and brand names related to Assignor listed on Schedule A (collectively, the "*Trademarks*");
- ii. any and all other rights, privileges and priorities of Assignor provided under United States, state or foreign law with respect to the Trademarks, including common law rights, trade dress rights, rights under the laws of unfair competition and dilution, together with all translations, adaptations, derivations, and combinations thereof and including all goodwill associated therewith, and all applications, registrations, and renewals in connection therewith listed on Schedule A (collectively, the "*Trademark Related Rights*"); and

- iii. any and all rights in and to obtain registrations, renewals, or other legal protections pertaining to the Trademarks and Trademark Related Rights;
- b. Domain Names.
- i. all domain names and web sites listed on Schedule A (collectively, the "*Domain Names*"); and
 - ii. all goodwill symbolized by or associated with the Domain Names, and the right to use the Domain Names in connection with the offering of goods and/or services via the Internet (including the World Wide Web) and in any other media, now known or developed in the future;
- c. Copyrights and Mask Works.
- i. any and all copyrights of Assignor and any registrations and copyright applications relating thereto and any renewals and extensions thereof (collectively, the "*Copyrights*");
 - ii. all mask works (such as defined in 17 U.S.C. Section 901) and all applications, registrations and renewals in connection therewith (collectively, the "*Mask Works*");
 - iii. any and all rights to all copyrightable works, works based upon, derived from, or incorporating the works covered by the Copyrights and Mask Works (collectively referred to as the "*Copyright and Mask Work Derivative Rights*");
 - iv. any and all rights corresponding to the Copyrights, Mask Works and Copyright and Mask Works Derivative Rights throughout the world; and
 - v. this transfer of rights in Copyrights, Mask Works and Copyright and Mask Works Derivative Rights includes, without limitation, any and all Copyrights, Mask Works or Copyright and Mask Works Derivative Rights in software, integrated circuits, integrated circuit layouts, and in any digital or electronic mediums;
- d. Patents and Trade Secrets.
- i. any and all U.S. and foreign patents, patent applications, inventions (whether patentable or unpatentable and whether or not reduced to practice), all improvements thereto and invention disclosures, together with all reissues, continuations, continuations-in-part, divisionals,

extensions, and re-examinations thereof (collectively, the "*Patents*"); and

- ii. all trade secrets and confidential business information (including ideas, research and development, know-how, formulas, compositions, manufacturing and production processes and techniques, technical data, designs, drawings, software, specifications, customer and supplier lists, and business and marketing plans and proposals) regardless of whether such trade secrets and confidential information are patentable (collectively, the "*Trade Secrets*");

e. Software.

- i. any and all computer software (including data and related documentation, source codes, flow charts, diagrams, descriptive tests and programs, computer print-outs, underlying tapes, computer databases, and similar items) (collectively, the "*Software*"); and

f. Proprietary Rights.

- i. any and all other proprietary rights including publicity rights and all copies and tangible embodiments of the Business Intellectual Property.

2. Further Actions. Assignor further agrees, without further consideration, to execute and deliver, or arrange for the delivery of, such further documents and instruments as Assignee may reasonably request, to effectuate and record this Assignment and the assignment of the Business Intellectual Property and any other intellectual property rights purported to be transferred hereunder.

3. Power of Attorney. Assignor hereby irrevocably constitutes and appoints Assignee as the true and lawful agents and attorneys in fact of Assignor, with full power of substitution and resubstitution, in whole or in part, in the name and stead of Assignor but on behalf and for the benefit of Assignee and their successors and assigns, from time to time to execute and deliver, or arrange for the delivery of, such further documents and instruments as Assignee may reasonably request, to effectuate and record this Assignment and the assignment of the Business Intellectual Property and any other intellectual property rights purported to be transferred hereunder. Assignor hereby declares that the foregoing powers are coupled with an interest and are and shall be irrevocable by Assignor.

4. Purchase Agreement. Nothing in this Assignment is intended to modify, amend or alter in any respect the rights and obligations of the parties under the Purchase Agreement, which will remain in full force and effect notwithstanding the execution and delivery of this Assignment. If any provision of this Assignment is construed to conflict with any provision of the Purchase Agreement, the provision of the Purchase Agreement shall control.

5. Miscellaneous.

a. Captions. The titles and headings herein are for reference purposes only and shall not in any manner limit the construction of this Agreement, which shall be considered as a whole.

b. Governing Law. This Assignment and the rights and obligations of the parties hereto Agreement shall be governed by and construed in accordance with the Laws of the State of California, without giving effect to any choice of Law or conflict of Law provision or rule (whether of the State of California or any other jurisdiction) that would cause the application of the Laws of any jurisdiction other than the State of California.

6. Assignability. This Assignment will inure to the benefit of and be binding upon the parties hereto and their respective successors, assigns, estates, heirs and legal representatives.

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IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed and delivered on this 12 day of August, 2008.

JUSTMOMMIES INC.

By: Patty Hone
Name: Patty Hone
Title: President

PATRICIA HONE

Patricia Hone
Name:

TERESA REDMOND

Teresa Redmond
Name: Teresa Redmond

ACCEPTED AND AGREED TO THIS ____ DAY OF _____, 2008:

EHARMONY, INC.

By: _____
Name:
Title:

SIGNATURE PAGE TO INTELLECTUAL PROPERTY ASSIGNMENT

TRADEMARK
REEL: 003848 FRAME: 0968

IN WITNESS WHEREOF, the undersigned have caused this Assignment to be duly executed and delivered on this 12 day of August, 2008.

JUSTMOMMIES INC.

By: _____
Name:
Title:

PATRICIA HONE

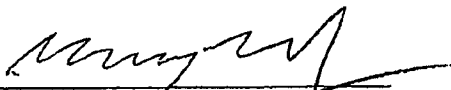
Name:

TERESA REDMOND

Name:

ACCEPTED AND AGREED TO THIS 12 DAY OF AUGUST, 2008:

EHARMONY, INC.

By: 
Name: Greg Waldorf
Title: CEO

SIGNATURE PAGE TO INTELLECTUAL PROPERTY ASSIGNMENT

SCHEDULE A

Registered Trademarks:

Mark	Application No.	Registration No.	Filing Date	Registration Date
JUSTMOMMIES	77/169,191	3,434,379	April 30, 2007	May 27, 2008
JUSTMOMMIES AND DESIGN	77/169,212	3,434,380	April 30, 2007	May 27, 2008

Common Law Trademarks:

Mark	Date of First Use	Goods/Services
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]

Other Intellectual Property:

[REDACTED]