

## 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           |
| LIFESTAGEMEDIA, INC.   |  | 05/05/2009     | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA   |  |                |                       |
| Name:  | OURWEDDINGDAY.COM, LLC                       |                |                       |
| Street Address:  | 1001 Washington Street                       |                |                       |
| Internal Address:  | c/o David's Bridal, Inc.                     |                |                       |
| City:  | Conshohocken                                 |                |                       |
| State/Country:   | PENNSYLVANIA                                 |                |                       |
| Postal Code:   | 19428  |                |                       |
| Entity Type:   | LIMITED LIABILITY COMPANY: DELAWARE          |                |                       |
| PROPERTY NUMBERS Total: 1  |  |                |                       |
| Property Type  | Number                                       | Word Mark      |                       |
| Registration Number:   | 3559573                                      | OURWEDDINGDAY  |                       |
| CORRESPONDENCE DATA  |  |                |                       |
| Fax Number:  | (714)755-8290                                |                |                       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                |                       |
| Phone:   | 714-540-1235                                 |                |                       |
| Email:   | ipdocket@lw.com                              |                |                       |
| Correspondent Name:  | Latham & Watkins LLP                         |                |                       |
| Address Line 1:  | 650 Town Center Drive, Suite 2000            |                |                       |
| Address Line 4:  | Costa Mesa, CALIFORNIA 92626                 |                |                       |
| ATTORNEY DOCKET NUMBER:  | 043360-0000                                  |                |                       |
| NAME OF SUBMITTER:   | Anna T Kwan                                  |                |                       |
| Signature:   | /Anna T Kwan/                                |                |                       |
| Date:  | 05/12/2009                                   |                |                       |

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Total Attachments: 4

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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is entered into effective as of the 5th day of May, 2009 by LIFESTAGEMEDIA, INC., a Delaware corporation ("Assignor"), in favor of OURWEDDINGDAY.COM, LLC, a Delaware limited liability company ("Assignee"). All capitalized terms used herein and not otherwise defined shall have the meanings set forth in the Purchase Agreement (as defined below).

WHEREAS, Assignor and Assignee are parties to an LLC Membership Interest and Asset Purchase Agreement, dated as of May 5, 2009 ("Purchase Agreement"), pursuant to which Assignor agreed to sell, assign, transfer, convey and deliver to Assignee, and Assignee agreed to purchase, acquire and accept from Assignor, the Acquired Assets, including the Acquired Mark (as defined below) and the other Acquired Intellectual Property; and

WHEREAS, pursuant to the Purchase Agreement, Assignor is required to execute and deliver this Trademark Assignment on or prior to the Closing Date.

NOW, THEREFORE, in consideration of the foregoing as well as the terms and conditions hereunder, Assignor and Assignee hereby agree as follows:

(a) Assignment of Transferred Marks. Assignor hereby sells, assigns, transfers, and conveys to Assignee all right, title and interest of Assignor in, to and under the trademark and service mark registrations and applications listed on Schedule A hereto (the "Acquired Mark"), together with the goodwill associated therewith. The foregoing assignment of the Acquired Mark includes all rights to (a) apply for and maintain registrations, issuances, renewals and or extensions thereof, (b) bring actions or otherwise recover for past, present and future infringements, dilutions, or other violations thereof, (c) grant licenses or other interests therein, (d) receive all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including without limitation, payments under all licenses entered into in connection therewith, any damages and payments for past, present or future infringements, dilutions, or other violations thereof), and (e) all other rights of any kind whatsoever of Assignor accruing thereunder or pertaining thereto.

(b) Recordation. Assignor hereby authorizes and requests that the United States Patent and Trademark Office and corresponding authorities in all other relevant jurisdictions where the Acquired Marks are registered or where applications are pending record this Trademark Assignment.

(c) Counterparts. This Trademark Assignment may be executed by facsimile and/or in one or more counterparts, each of which when executed shall be deemed to be an original but all of which taken together shall constitute one and the same agreement.

(d) Governing Law. This Trademark Assignment shall be construed in accordance with, and this Trademark Assignment and all matters arising out of or relating in any way whatsoever (whether in contract, tort or otherwise) to this Trademark Assignment shall be governed by, the law of the State of New York without regard to the conflict of laws provisions thereof other than Section 5-1401 of the New York General Obligations Law.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer as of the date first written above.

**LIFESTAGEMEDIA, INC.**

By: Henry Chamberlain

Name: Henry Chamberlain

Title: Chief Executive Officer

Acknowledged and Accepted:

**OURWEDDINGDAY.COM, LLC**

By: Henry Chamberlain

Name: Henry Chamberlain

Title: Director

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**TRADEMARK**  
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## **Schedule A**

### **Trademark and Service Mark Registrations and Applications**

| <b>Trademark</b> | <b>Serial Number</b> | <b>Application Date</b> | <b>Registration Number</b> | <b>Registration Date</b> |
|------------------|----------------------|-------------------------|----------------------------|--------------------------|
| OurWeddingDay    | 77,190,754           | May 25, 2007            | 3,559,573                  | January 13, 2009         |