

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
Model Mayhem< LLC		05/13/2008	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Internet Brands, Inc.		
Street Address:	909 North Sepulveda Blvd		
Internal Address:	11th Floor		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78723663	MODEL MAYHEM	
Registration Number:	3145147	MODEL MAYHEM	
CORRESPONDENCE DATA			
Fax Number:	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4048817000		
Email:	lindsey.corbin@alston.com, ipatl@alston.com		
Correspondent Name:	Laura Kees		
Address Line 1:	1201 West Peachtree St		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	042444-200639		
NAME OF SUBMITTER:	Laura Kees		

OP \$65.00 78723663

Signature:	/Laura Kees/
Date:	07/31/2009
Total Attachments: 2 source=ModelMayhem - Assignment of Trademarks Service Marks Agreement (3-13-08)#page1.tif source=ModelMayhem - Assignment of Trademarks Service Marks Agreement (3-13-08)#page2.tif	

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, Model Mayhem LLC, a Florida limited liability company with offices located at 10317 Willow Leaf Trail, Tampa, FL 33625 ("Assignor") is the record owner of the trademarks and service marks set forth in Exhibit A attached hereto (the "Marks");

WHEREAS, Internet Brands, Inc., a Delaware corporation with offices located at 909 North Sepulveda Blvd., 11th Floor, El Segundo, CA 90245 ("Assignee"), is desirous of acquiring and using the Marks and all goodwill associated therewith;

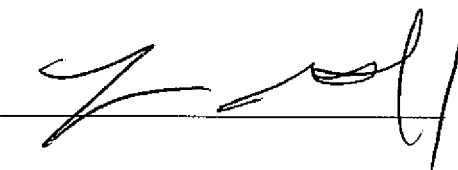
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest it may now have, may ever have had or may ever have, in and to the Marks and the goodwill of the business symbolized thereby, including all rights to sue and recover for past infringements thereof.

If any of the Marks are the subject of an application based on Assignor's bona fide intent to use the Mark(s) in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Mark(s) pertain.

Assignor further agrees that Assignor will, without demanding any further consideration therefore, at the request but at expense of Assignee, do all lawful and just acts, including the execution and acknowledgement of instruments that may be or become necessary for obtaining, sustaining, or renewing the Marks, and for maintaining and perfecting Assignee's right to the Marks.


This assignment will be governed by and construed in accordance with the laws of the State of California without regard to any conflicts of law principles and it may be executed in one (1) or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document.

MODEL MAYHEM LLC

Date: May 13, 2008 By: 

Tyler A. Waitt
Managing Member

INTERNET BRANDS, INC.

Dated: May 13, 2008 By: 

Robert N. Brisco
Chief Executive Officer

Schedule A

Trademark and Service Mark Assignment

By and between Model Mayhem LLC (Assignor) and Internet Brands, Inc. (Assignee)

<u>Mark</u>	<u>Int'l Class</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
MODEL MAYHEM	38; 41	3,145,147	September 19, 2006

<u>Mark</u>	<u>Int'l Class</u>	<u>Ser. No.</u>	<u>Allowed Date</u>
MODEL MAYHEM	16	78723663	March 20, 2007