

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Hercules Technology Growth Capital, Inc.		09/23/2009	CORPORATION: MARYLAND

RECEIVING PARTY DATA

Name:	Waterfront Media, Inc
Street Address:	45 Main Street, Suite 800
City:	Brooklyn
State/Country:	NEW YORK
Postal Code:	11201
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	3057310	THE DIET RING
Serial Number:	77020918	EVERYDAY HEALTH
Serial Number:	77020965	EVERYDAY HEALTH
Serial Number:	77021068	EVERYDAY HEALTH
Serial Number:	77021039	EVERYDAY HEALTH
Serial Number:	77029603	EVERYDAY HEALTH
Serial Number:	78350343	WATERFRONT MEDIA
Serial Number:	77020887	EVERYDAY HEALTH
Registration Number:	3030305	WATERFRONT MEDIA

CORRESPONDENCE DATA

Fax Number: (650)473-9194
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 650-289-3071
 Email: spowell@htgc.com

900143833

**TRADEMARK
 REEL: 004066 FRAME: 0738**

OP \$240.00 3057310

Correspondent Name: Stephanie Powell
Address Line 1: 400 Hamilton Avenue, Suite 310
Address Line 4: Palo Alto, CALIFORNIA 94301

NAME OF SUBMITTER:	Stephanie Powell
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Signature:	/Stephanie Powell/
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Date:	09/23/2009
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Total Attachments: 2
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TERMINATION OF
TRADEMARK GRANT OF SECURITY AGREEMENT

This Termination of Trademark Grant of Security Agreement (the "Termination"), dated as of September 23, 2009, is executed by Hercules Technology Growth Capital, Inc., a Maryland corporation ("Secured Party") in favor of Waterfront Media, Inc., a Delaware corporation (the "Company").

RECITALS

WHEREAS, the Company and the Secured Party entered into that certain Loan and Security Agreement dated as of March 22, 2007, and Amendment No. 1 to the Loan and Security Agreement dated as of June 4, 2008 (collectively, the "Loan Agreement"); and

WHEREAS, pursuant to the Loan Agreement, the Company granted to the Secured Party a security interest in certain "Collateral" including certain trademarks; and

WHEREAS, certain of the Collateral in Loan Agreement has been released, including all of the trademarks described in the Loan Agreement. Accordingly, Secured Party's security interest in the Collateral is to be terminated.

NOW, THEREFORE, the Secured Party agrees as follows:

1. The Secured Party is executing and delivering this Termination as evidence of the termination of Secured Party's security interest in the Collateral.
2. The Secured Party claims no right title or interest whatsoever in or to any of the "Collateral" described in the Loan Agreement and the Secured Party expressly terminates its security interest in the trademarks listed on Schedule 1 hereto.

IN WITNESS WHEREOF, this Termination is executed as of the first date written above.

**HERCULES TECHNOLOGY GROWTH
CAPITAL, INC.**

By: 

Name: K. Nicholas Martitsch

Its: Associate General Counsel

SCHEDULE 1

Application No.

Mark

77020887	Everyday Health
77020918	Everyday Health
77020965	Everyday Health
77021068	Everyday Health
77021039	Everyday Health
77029603	Everyday Health
78350343	Waterfront Media
78350341	Waterfront Media
78465033	The Diet Ring