

Form PTO-1594 (Rev. 01-09)
 OMB Collection 0651-0027 (exp. 02/28/2009)

U.S. DEPARTMENT OF COMMERCE
 United States Patent and Trademark Office

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p>1. Name of conveying party(ies): WATERFRONT MEDIA INC.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation- State: <u>DELAWARE</u> <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) _____</p> <p>Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies)</p> <p>Additional names, addresses, or citizenship attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Name: <u>Square 1 Bank</u> Internal Address: <u>Lee Conner</u> Street Address: <u>406 Blackwell Street</u> City: <u>Durham</u> State: <u>North Carolina</u> Country: <u>USA</u> Zip: <u>27701</u></p> <p><input type="checkbox"/> Association Citizenship _____ <input type="checkbox"/> General Partnership Citizenship _____ <input type="checkbox"/> Limited Partnership Citizenship _____ <input checked="" type="checkbox"/> Corporation Citizenship <u>North Carolina</u> <input type="checkbox"/> Other _____ Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>
<p>3. Nature of conveyance /Execution Date(s) :</p> <p>Execution Date(s) <u>September 18, 2009</u></p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input checked="" type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p>	<p>4. Application number(s) or registration number(s) and identification or description of the Trademark.</p> <p>A. Trademark Application No.(s) 78/465033 and others as described on Ex C hereto</p> <p>B. Trademark Registration No.(s)</p> <p style="text-align: right;">Additional sheet(s) attached? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown): THE DIET RING</p>
<p>5. Name & address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Square 1 Bank</u> Internal Address: <u>Lee Conner</u> Street Address: <u>406 Blackwell Street, Suite 240</u> City: <u>Durham</u> State: <u>North Carolina</u> Zip: <u>27701</u> Phone Number: <u>919-314-3086</u> Fax Number: <u>919-354-1278 NEW</u> Email Address: <u>loandocsdept@square1bank.com</u></p>	<p>6. Total number of applications and registrations involved: 8</p> <p>7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ <u>215</u></p> <p><input checked="" type="checkbox"/> Authorized to be charged to deposit account <input type="checkbox"/> Enclosed</p> <p>8. Payment Information:</p> <p>Deposit Account Number <u>50-3822</u> Authorized User Name <u>Lee Conner</u></p>
<p>9. Signature: <u>Lee Conner /TKF</u> <u>9-30-09</u> Signature Date</p> <p style="text-align: center;">Lee Conner Name of Person Signing</p> <p style="text-align: right;">Total number of pages including cover sheet, attachments, and document: 6</p>	

CH \$215.00 503822 78465033

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
 Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

EXHIBIT C

Trademarks

<u>Description</u>	<u>Jurisdiction</u>	<u>Serial/ Registration No.</u>	<u>Filing Date</u>
— THE DIET RING	US	78465033	8/10/04
— WATERFRONT MEDIA	US	78350341	1/11/04
— WATERFRONT MEDIA	US	77686461	3/9/09
— EVERYDAY HEALTH and design	US	77566508	9/10/08
— EVERYDAY HEALTH NETWORK and design	US	77676190	2/23/09
— EVERYDAY HEALTH and design	US	77021068	10/13/06
— EVERYDAY HEALTH and design	US	77021039	10/13/06
— EVERYDAY HEALTH and design	US	77020918	10/13/06
EVERYDAY HEALTH	China P.R.	5997066	4/13/07
EVERYDAY HEALTH	China P.R.	5997067	4/13/07
EVERYDAY HEALTH	China P.R.	5997065	4/13/07
everyday Health and design	Community Trademark	5767629	3/19/07
EVERYDAY HEALTH and design	Japan	2007037037	4/13/07

INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement is entered into as of September 18, 2009 by and between SQUARE I BANK ("Bank") and WATERFRONT MEDIA INC., a Delaware corporation ("Grantor").

RECITALS

A. Bank has agreed to make certain advances of money and to extend certain financial accommodations to Grantor and certain other borrowers (the "Loans") in the amounts and manner set forth in that certain Loan and Security Agreement by and between Bank and Grantor dated of even date herewith (as the same may be amended, modified or supplemented from time to time, the "Loan Agreement"; capitalized terms used herein are used as defined in the Loan Agreement). Bank is willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to Bank a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Loan Agreement.

B. Pursuant to the terms of the Loan Agreement, Grantor has granted to Bank a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Loan Agreement and all other agreements now existing or hereafter arising between Grantor and Bank, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its obligations under the Loan Agreement and under any other agreement now existing or hereafter arising between Grantor and Bank, Grantor grants and pledges to Bank a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property Collateral (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Bank under the Loan Agreement. The rights and remedies of Bank with respect to the security interest granted hereby are in addition to those set forth in the Loan Agreement and the other Loan Documents, and those which are now or hereafter available to Bank as a matter of law or equity. Each right, power and remedy of Bank provided for herein or in the Loan Agreement or any of the Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Bank of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Loan Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Bank, of any or all other rights, powers or remedies.

Grantor represents and warrants that Exhibits A, B, and C attached hereto set forth any and all intellectual property rights in connection to which Grantor has registered or filed an application with either the US Patent and Trademark Office or the US Copyright Office, as applicable.

Upon indefeasible payment in full in cash of all of Grantor's Obligations to Bank and at such time as Bank's obligation to make Credit Extensions has terminated, Bank shall, at Borrower's sole cost and expense, release the security interest granted pursuant to this Intellectual Property Security Agreement.

This Intellectual Property Security Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

IN WITNESS WHEREOF, the parties have caused this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

WATERFRONT MEDIA INC.

Address of Grantor:

45 Main Street, Suite 800
Brooklyn, NY 11201

Attn: Chief Financial Officer

By: [Signature]

Title: SVP & General Counsel

BANK:

SQUARE 1 BANK

Address of Bank:

406 Blackwell Street, Suite 240
Crowe Building
Durham, NC 27701

Attn: Manager

By: [Signature]

Title: SVP

EXHIBIT A

Copyrights

None.

EXHIBIT B

Patents

<u>Description</u>	<u>Jurisdiction</u>	<u>Patent/App. No.</u>	<u>File Date</u>
— "Identifying One or More Healthcare Providers"	US	App. No. 12/443,946	4/1/2009
— "Personalized Collections of Service or Product Reviews"	US	App. No. 11/866,848	10/3/2007
— "Recognizing Healthcare Treatment Trends, and Divergence from Healthcare Treatment Trends, By Members of a Peer Group"	US	App. No. 11/866,776	10/3/2007
— "Intelligently Determining Completeness of Collected Information"	US	App. No. 11/866,933	10/3/2007
— "Interactive Streaming Ticker"	US	Pat. No. 7,092,939	2/27/2003
— "Interactive Streaming Ticker"	US	App. No. 11/475,898	6/28/2006
— "Interactive Streaming Ticker"	Australia	App. No. 2004214821	2/26/2004
— "Interactive Streaming Ticker"	China	Pat. No. ZL 200480005248.1	2/26/2004
— "Interactive Streaming Ticker"	Hong Kong	App. No. 06105619.4	2/26/2004
— "Interactive Streaming Ticker"	Japan	App. No. 2005-503849	2/26/2004
— "Interactive Streaming Ticker"	Mexico	Pat. No. 254571	2/26/2004
— "Publishing, Importing, and Formatting Web Page Modules"	WIPO	App. No. PCT/US2007/088249	12/19/2007
— "Pantry Inventory Management and Recipe Selection"	US	App. No. 12/142,648	6/19/2008
— "User Health Status"	WIPO	App. No. PCT/US2008/067489	6/19/2008
— "System Facilitating Communications and Financial Contributions Involving Facilities and Residents Thereof"	US	App. No. 10/551,609	7/24/2006

WEST21717664.3
358756-000020

-4-