

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
What They Like, Inc.		09/21/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IGN Entertainment, Inc.		
Street Address:	8000 Marina Boulevard, 4th Floor		
City:	Brisbane		
State/Country:	CALIFORNIA		
Postal Code:	94005		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3508367	WHAT THEY LIKE	
Registration Number:	3508366	WHAT THEY PLAY	
CORRESPONDENCE DATA			
Fax Number:	(310)969-3095		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-369-5414		
Email:	tm@fox.com		
Correspondent Name:	Mei-lan Stark, Esq.		
Address Line 1:	P.O. Box 900		
Address Line 2:	Fox Group Legal, IP Department		
Address Line 4:	Beverly Hills, CALIFORNIA 90213-0900		
ATTORNEY DOCKET NUMBER:	CA2009009700, 9701		
NAME OF SUBMITTER:	Mei-lan Stark		
Signature:	/Mei-lan Stark/		

CH \$65.00 3508367

Date:

10/27/2009

Total Attachments: 1
source=int38#page1.tif

TRADEMARK ASSIGNMENT

In consideration of the promises and obligations set forth in the September 21, 2009 Asset Purchase Agreement, receipt of which is acknowledged, the undersigned, What They Like, Inc. d/b/a/ What They Play, a Delaware corporation, with its principal place of business at 221 King Street, Ste. 222, San Francisco, California 94107, hereby assigns and transfers unto IGN Entertainment, Inc., a Delaware corporation, with its principal place of business at 8000 Marina Boulevard, 4th Floor, Brisbane, California 94005, its entire right, title and interest in and to the marks WHAT THEY LIKE and WHAT THEY PLAY in all territories of the world and to its United States Trademark Registration Nos. 3508367 and 3508366, including the goodwill connected with the use of said mark, and the right to sue for past infringement of said mark.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Intellectual Property to be executed, by its duly authorized corporate officer effective this 21 day of September, 2009

WHAT THEY LIKE, INC.

By: [Signature]
Name: Dr. Hooker
Title: CEO