

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
NameMedia, Inc.		12/09/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Internet Brands, Inc.		
<b>Street Address:</b>	909 North Sepulveda Blvd.		
<b>Internal Address:</b>	11th Floor		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78398391	CRAFTSTER	
<b>Serial Number:</b>	77320718	DAVE'S GARDEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(404)881-7777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4048817000		
<b>Email:</b>	lindsey.corbin@alston.com, ipatl@alston.com		
<b>Correspondent Name:</b>	Laura Kees		
<b>Address Line 1:</b>	1201 West Peachtree St		
<b>Address Line 4:</b>	Atlanta, GEORGIA 30309		
<b>NAME OF SUBMITTER:</b>	Laura Kees		
<b>Signature:</b>	/Laura Kees/		
<b>Date:</b>	03/15/2010		

OP \$65.00 78398391

**Total Attachments: 3**

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## ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, NameMedia, Inc., located at 230 Third Avenue, Waltham, MA 02451 ("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 rights, 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.

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.

**NAMEMEDIA, INC.**

Date: December 9, 2009

By: 

Kelly P. Conlin  
Chief Executive Officer

**INTERNET BRANDS, INC.**

Date: December 9, 2009

By: \_\_\_\_\_

Robert N. Brisco  
Chief Executive Officer

## ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, NameMedia, Inc., located at 230 Third Avenue, Waltham, MA 02451 ("Assignor") is the record owner of the trademarks and service marks set forth in Exhibit A attached hereto (the "Marks");

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NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, 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.

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.

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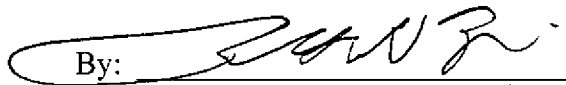
### NAMEMEDIA, INC.

Date: December 9, 2009

By: \_\_\_\_\_  
Jeffrey S. Bennett  
President

### INTERNET BRANDS, INC.

Date: December 9, 2009

By:  \_\_\_\_\_  
Robert N. Brisco  
Chief Executive Officer

Schedule A

**Trademark and Service Mark Assignment**

By and between NameMedia, Inc. (Assignor)  
and Internet Brands, Inc. (Assignee)

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Status</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registr. No.</u>	<u>Registr. Date</u>
CRAFTSTER	United States	Registered	78398391	April 8, 2004	2957279	May 31, 2005
DAVE'S GARDEN	United States	Registered	77320718	November 7, 2007	3556102	January 6, 2009