

# 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           |
| Associated Content, Inc.                                                             |                                              | 06/18/2010                 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA                                                                 |                                              |                            |                       |
| Name:                                                                                | Yahoo! Inc.                                  |                            |                       |
| Street Address:                                                                      | 701 First Avenue                             |                            |                       |
| City:                                                                                | Sunnyvale                                    |                            |                       |
| State/Country:                                                                       | CALIFORNIA                                   |                            |                       |
| Postal Code:                                                                         | 94089                                        |                            |                       |
| Entity Type:                                                                         | CORPORATION: DELAWARE                        |                            |                       |
| PROPERTY NUMBERS Total: 6                                                            |                                              |                            |                       |
| Property Type                                                                        | Number                                       | Word Mark                  |                       |
| Registration Number:                                                                 | 3376005                                      | ASSOCIATED CONTENT         |                       |
| Registration Number:                                                                 | 3091532                                      | AC ASSOCIATEDCONTENT       |                       |
| Registration Number:                                                                 | 3731902                                      | ASSOCIATED CONTENT         |                       |
| Registration Number:                                                                 | 3452100                                      | THE PEOPLE'S MEDIA COMPANY |                       |
| Serial Number:                                                                       | 77288352                                     | THE PEOPLE'S MEDIA COMPANY |                       |
| Serial Number:                                                                       | 77937937                                     | THE PEOPLE'S MEDIA COMPANY |                       |
| CORRESPONDENCE DATA                                                                  |                                              |                            |                       |
| Fax Number:                                                                          | (408)349-3400                                |                            |                       |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                                              |                            |                       |
| Email:                                                                               | tmbox@yahoo-inc.com                          |                            |                       |
| Correspondent Name:                                                                  | Andrew Gonzalez                              |                            |                       |
| Address Line 1:                                                                      | 701 First Avenue                             |                            |                       |
| Address Line 4:                                                                      | Sunnyvale, CALIFORNIA 94089                  |                            |                       |
| NAME OF SUBMITTER:                                                                   | Andrew Gonzalez                              |                            |                       |

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|----------------------------------------------------------------------------------------------------------------|-------------------|
| Signature:                                                                                                     | /Andrew Gonzalez/ |
| Date:                                                                                                          | 06/18/2010        |
| Total Attachments: 2<br>source=Assignment_Assoc Content#page1.tif<br>source=Assignment_Assoc Content#page2.tif |                   |

## TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is made the 19<sup>th</sup> day of June 2010 by and between:

1. ASSOCIATED CONTENT, INC., a corporation duly organized and existing under the laws of Delaware, with its address at 701 First Avenue, Sunnyvale, California 94089, U.S.A. (hereinafter referred to as the "Assignor") of the first part, and
2. YAHOO! INC., a corporation duly organized and existing under the laws of Delaware, with its address at 701 First Avenue, Sunnyvale, California 94089, U.S.A. (hereinafter referred to as the "Assignee") of the other part.

WHEREAS the Assignor has adopted, used and is using, and is the owner of the trademarks for which a registration has been issued in the United States Patent and Trademark Office, as listed here:

| Trademark                  | Ser. Number | Reg. Number |
|----------------------------|-------------|-------------|
| ASSOCIATED CONTENT         | 78/828,569  | 3,376,005   |
| AC ASSOCIATEDCONTENT       | 78/532,732  | 3,091,532   |
| ASSOCIATED CONTENT         | 77/288,326  | 3,731,902   |
| THE PEOPLE'S MEDIA COMPANY | 77/145,192  | 3,452,100   |

WHEREAS the Assignor has agreed to assign unto the Assignee all right, title and interest in and to the said registered trademarks together with the goodwill of the business symbolized by the registered trademarks;

WHEREAS the Assignor has had a valid intent to use the trademarks subject of the U.S. trademark applications listed here:

| Trademark                  | Ser. Number | Reg. Number |
|----------------------------|-------------|-------------|
| THE PEOPLE'S MEDIA COMPANY | 77/288,352  | N/A         |
| THE PEOPLE'S MEDIA COMPANY | 77/937,937  | N/A         |


WHEREAS Assignee is the successor-in-interest to Assignor and Assignee has acquired that portion of Assignor's business to which the trademarks found in the aforementioned trademark applications pertain, and said business is ongoing and existing through Assignee as successor-in-interest to Assignor, and Assignee has a valid intent-to use these trademarks it is acquiring;

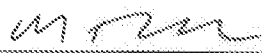
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all the trademarks set forth above, together with the goodwill of the business symbolized by said trademarks, and the registrations and applications for said trademarks, to be entered on the records of the U.S. Patent and Trademark Office as subsequent owner of the said trademarks.

IN WITNESS WHEREOF, the Assignor and the Assignee have caused these presents to be executed the day and year first above written.

Assignee  
YAHOO! INC.

Assignor  
ASSOCIATED CONTENT, INC.

  
\_\_\_\_\_  
Name: Michael J. Callahan  
Title: Corporate Secretary

  
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Name: Michael J. Callahan  
Title: Corporate Secretary