

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| eHarmony, Inc. | | 06/30/2010 | CORPORATION: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | FertilityAuthority.com, LLC | | |
| Street Address: | 150 E. 49th Street, 5th Floor | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10017 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2582966 | FERTILE THOUGHTS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (877)769-7945 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 650-839-5070 | | |
| Email: | tmdoctc@fr.com | | |
| Correspondent Name: | Lisa Greenwald-Swire, Fish & Richardson | | |
| Address Line 1: | P.O. Box 1022 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55440-1022 | | |
| ATTORNEY DOCKET NUMBER: | 24237-0342001 | | |
| NAME OF SUBMITTER: | Lisa Greenwald-Swire, Attorney of Record | | |
| Signature: | /Lisa Greenwald-Swire/ | | |
| Date: | 07/08/2010 | | |

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment") is effective as of June 30, 2010 by eHarmony, Inc., a Delaware corporation ("Seller"), to and for the benefit of FertilityAuthority.com, LLC, a Delaware limited liability company ("Purchaser").

Seller and Purchaser have entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement"), pursuant to which Purchaser will purchase the Transferred Assets (as defined under the Purchase Agreement) from Seller, in exchange for the consideration set forth in the Purchase Agreement. In accordance with the Purchase Agreement, Seller shall assign to Purchaser all right, title and interest in and to the trademarks (the "Marks") set forth on Exhibit A hereto, together with the good will of the business pertaining thereto.

Now, therefore, in consideration for entering into the Purchase Agreement and for other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Seller hereby assigns, transfers, grants, sells and otherwise conveys to Purchaser all right, title and interest in and to the Marks, including all common law rights therein and applications to register therefor, if any, together with the good will of the business symbolized by the Marks and all claims for damages by reason of past infringements of the Marks with the right to sue for and collect the same for Purchaser own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

Seller hereby requests all other trademark officials and offices to issue, to Purchaser, any and all registrations, as applicable to such officials or offices, on or arising from the Marks or any of them, for the use and benefit of Purchaser, its successors, legal representatives, and assigns.

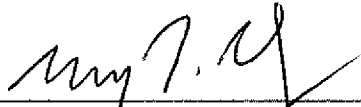
This Assignment shall be binding upon and inure to the benefit of Seller and Purchaser and their respective successors and assigns. This Assignment may be executed in two or more counterparts, each of which shall be deemed an original and all of which shall constitute one instrument.

[Signature page follows.]

IN WITNESS WHEREOF, this Assignment of Trademarks has been duly executed and delivered by Seller as of the date first written above.

SELLER:

EHARMONY, INC.

By:  _____

Name: Gregory L. Waldorf

Title: Chief Executive Officer

Signature Page to Trademark Assignment

EXHIBIT A

DESCRIPTION OF MARKS ASSIGNED

FERTILE THOUGHTS
SUPPORTING YOUR FAMILY BUILDING CHALLENGES
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