

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	05/31/2010		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pluck Corporation		05/25/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Demand Media, Inc.		
Street Address:	1333 2nd Street		
Internal Address:	Suite 100		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2869585	EASYJOURNAL	
Registration Number:	3193110	PLUCK	
Registration Number:	3397178	SITELIFE	
CORRESPONDENCE DATA			
Fax Number:	(312)456-8435		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312.456.8400		
Email:	chiipmail@gtlaw.com, maierse@gtlaw.com		
Correspondent Name:	Eric J. Maiers		
Address Line 1:	77 W. Wacker Drive		
Address Line 2:	Greenberg Traurig, LLP Suite 3100		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	104128.030000		

CH \$90.00 2869585

900167125

TRADEMARK
REEL: 004243 FRAME: 0493

NAME OF SUBMITTER:	Eric J. Maiers
Signature:	/Eric J. Maiers/
Date:	07/16/2010
Total Attachments: 5 source=Evidence of Pluck Merger in DE#page1.tif source=Evidence of Pluck Merger in DE#page2.tif source=Evidence of Pluck Merger in DE#page3.tif source=Cert Re Merger (Pluck)#page1.tif source=Cert Re Merger (Pluck)#page2.tif	

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

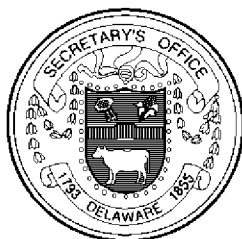
"PLUCK CORPORATION", A DELAWARE CORPORATION,
WITH AND INTO "DEMAND MEDIA, INC." UNDER THE NAME OF "DEMAND MEDIA, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-EIGHTH DAY OF MAY, A.D. 2010, AT 5:34 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF OWNERSHIP IS THE THIRTY-FIRST DAY OF MAY, A.D. 2010.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

4130460 8100M

100606465



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8028099

DATE: 06-01-10

TRADEMARK
REEL: 004243 FRAME: 0495

STATE OF DELAWARE
CERTIFICATE OF OWNERSHIP
MERGING
PLUCK CORPORATION
INTO
DEMAND MEDIA, INC.

(Pursuant to Section 253 of the General Corporation Law of Delaware)

Demand Media, Inc., a corporation incorporated on the 23rd day of March, 2006, pursuant to the provisions of the General Corporation Law of the State of Delaware;

DOES HEREBY CERTIFY that this corporation owns 100% of the capital stock of Pluck Corporation, a corporation incorporated on the 20th day of May, 2003 A.D., pursuant to the provisions of the General Corporation Law of the State of Delaware and that this corporation, by a resolution of its Board of Directors duly adopted at a meeting held on the 5th day of May, 2010 A.D., determined to and did merge into itself said Pluck Corporation which resolution is in the following words to wit:

WHEREAS this corporation lawfully owns 100% of the outstanding stock of Pluck Corporation, a corporation organized and existing under the laws of Delaware; and

WHEREAS this corporation desires to merge into itself the said Pluck Corporation, and to be possessed of all the estate, property, rights, privileges and franchises of said corporation;

NOW, THEREFORE, BE IT RESOLVED, that this corporation merge into itself said Pluck Corporation and assumes all of its liabilities and obligations; and

FURTHER RESOLVED, that an authorized officer of this corporation be and he or she is hereby directed to make and execute a certificate of ownership setting forth a copy of the resolution to merge said Pluck Corporation and assume its liabilities and obligations, and the date of adoption thereof, and to file the same in the office of the Secretary of State of Delaware, and a certified copy thereof in the office of the Recorder of Deeds of New Castle County; and

FURTHER RESOLVED, that the officers of this corporation be and they hereby are authorized and directed to do all acts and things whatsoever, whether within or without the State of Delaware; which may be in any way necessary or proper to effect said merger; and

FURTHER RESOLVED, that the merger shall become effective on the 31st day of May 2010 A.D.; and

FURTHER RESOLVED, that anything herein or elsewhere to the contrary notwithstanding, this merger may be amended or terminated and abandoned by the Board of Directors of Demand Media, Inc. at any time prior to the time that this merger filed with the Secretary of State becomes effective.

IN WITNESS WHEREOF, said parent corporation has caused its corporate seal to be affixed and this Certificate to be signed by an authorized officer this 25th day of May, 2010 A.D.

By: 
Matthew Polesetsky, Secretary

Delaware

PAGE 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE CERTIFICATE OF OWNERSHIP, WHICH MERGES:

"PLUCK CORPORATION", A DELAWARE CORPORATION,
WITH AND INTO "DEMAND MEDIA, INC." UNDER THE NAME OF "DEMAND MEDIA, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, WAS RECEIVED AND FILED IN THIS OFFICE THE TWENTY-EIGHTH DAY OF MAY, A.D. 2010, AT 5:34 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID CORPORATION SHALL BE GOVERNED BY THE LAWS OF THE STATE OF DELAWARE.

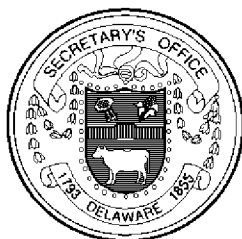
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF OWNERSHIP IS THE THIRTY-FIRST DAY OF MAY, A.D. 2010.


AND I DO HEREBY FURTHER CERTIFY THAT THE SAID "PLUCK CORPORATION" WAS INCORPORATED ON THE TWENTIETH DAY OF MAY, A.D. 2003.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL REPORTS HAVE BEEN FILED TO DATE.

3660435 8330

100616220




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8028151

DATE: 06-01-10

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at corp.delaware.gov/authver.shtml

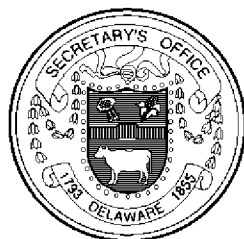
TRADEMARK
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Delaware

PAGE 2

The First State

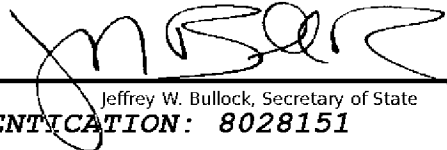
AND I DO HEREBY FURTHER CERTIFY THAT THE FRANCHISE TAXES
HAVE BEEN PAID TO DATE.



3660435 8330

100616220

You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8028151

DATE: 06-01-10

RECORDED: 07/16/2010

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