

**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
Eharmony, Inc.		06/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	WeddingWire, Inc.		
Street Address:	7101 Wisconsin Avenue		
Internal Address:	Suite 1100		
City:	Bethesda		
State/Country:	MARYLAND		
Postal Code:	20814		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3803848	PROJECT WEDDING	
CORRESPONDENCE DATA			
Fax Number:	(703)288-4003		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 288-5248		
Email:	jon@schiffirinlaw.com		
Correspondent Name:	Jon A. Schiffirin		
Address Line 1:	8201 Greensboro Drive		
Address Line 2:	Suite 300		
Address Line 4:	McLean, VIRGINIA 22102		
NAME OF SUBMITTER:	Jon A. Schiffirin		
Signature:	/jonaschiffirin/		
Date:	07/21/2011		
Total Attachments: 3 source=PROJECT WEDDING assignment#page1.tif source=PROJECT WEDDING assignment#page2.tif source=PROJECT WEDDING assignment#page3.tif			

OP \$40.00 3803848

**EXHIBIT B**

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "Assignment") is effective as of June 30, 2011, by eHarmony, Inc., a Delaware corporation ("Seller"), to and for the benefit of WeddingWire, Inc., a Delaware corporation ("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 Attachment 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 goodwill 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.

*[Remainder of page intentionally left blank]*

*[Signature page follows]*

***Signature Page to Bill of Sale and  
Assignment and Assumption Agreement***

**TRADEMARK  
REEL: 004588 FRAME: 0517**

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

SELLER:

EHARMONY, INC.

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

  
Greg Steiner  
President & Chief Operations Officer

*Signature Page to Trademark Assignment*

**TRADEMARK**  
**REEL: 004588 FRAME: 0518**

**ATTACHMENT A**

**MARKS ASSIGNED**

*Project Wedding*

PROJECT WEDDING (United States)

PROJECT WEDDING (Australia)

PROJECT WEDDING (Canada)

PROJECT WEDDING (European Union [CTM])

PROJECT WEDDING (International)]