

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
FM Acquisition II, LLC		07/26/2011	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Federated Media Publishing, Inc.
Street Address:	72 Townsend Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	3816556	FOODBUZZ
Registration Number:	3839468	BRAND ENGAGEMENT DASHBOARD
Registration Number:	3788893	BRAND ENGAGEMENT SCORE
Registration Number:	3902219	PROJECT FOOD BLOG
Registration Number:	3925345	DINNERBROKER
Registration Number:	3925716	FOODIEVENTS
Registration Number:	3928731	FOODBUZZ
Serial Number:	85123071	HOMEPUZZ
Serial Number:	85123092	TRAVELBUZZ
Serial Number:	85123102	MOMBUZZ
Serial Number:	85150904	BUZZ PACKAGE

CORRESPONDENCE DATA

Fax Number: (650)938-5200

900198173

**TRADEMARK
 REEL: 004592 FRAME: 0136**

CH \$290.00 3816556

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: trademarks@fenwick.com
Correspondent Name: Katie W. McKnight
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Address Line 2: Silicon Valley Center
Address Line 4: Mountain View, CALIFORNIA 94041

ATTORNEY DOCKET NUMBER:	24744-00070-3880
NAME OF SUBMITTER:	Katie W. McKnight
Signature:	/Katie W. McKnight/
Date:	07/27/2011
Total Attachments: 2 source=Trademark Assignment#page1.tif source=Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, FM Acquisition II, LLC, a Delaware limited liability company having its place of business at 72 Townsend Street, San Francisco, California 94107 ("**Assignor**"), by operation of the agreement titled "Agreement and Plan of Merger," dated November 3, 2010 by and among Assignor, Foodbuzz, Inc., a Delaware corporation, and Federated Media Publishing, Inc., a Delaware corporation, is the current owner of the following trademarks for which applications are currently registered or pending in the United States Patent and Trademark Office (the "Transferred Trademarks"):

Trademark	Serial No.	Filing Date
FOODBUZZ	77/751,331	June 3, 2009
BRAND ENGAGEMENT DASHBOARD	77/753,653	June 5, 2009
BRAND ENGAGEMENT SCORE	77/755,225	June 9, 2009
PROJECT FOOD BLOG	85/009,883	April 8, 2010
DINNERBROKER	85/081,771	July 9, 2010
FOODIEVENTS	85/117,950	August 27, 2010
FOODBUZZ and design	85/119,762	August 31, 2010
HOMEBUZZ	85/123,071	September 3, 2010
TRAVELBUZZ	85/123,092	September 3, 2010
MOMBUZZ	85/123,102	September 3, 2010
BUZZ PACKAGE	85/150,904	October 12, 2010

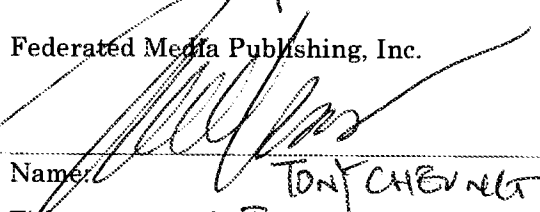
WHEREAS, Assignor has caused to be assigned and/or agreed to cause to be assigned to Federated Media Publishing, Inc., a Delaware corporation having its principal place of business at 72 Townsend Street, San Francisco California 94107 ("**Assignee**"), all right, title and interest in and to all of the trademarks, service marks, and trade names, together with the good will associated with and symbolized by them, including, without limitation, those trademarks, services marks, and trade names included in the Transferred Trademarks;

WHEREAS, Assignor and Assignee desire to execute and record this Assignment, in order to effect and/or confirm the assignment of the Transferred Trademarks to Assignee.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications thereof and that portion of the business which is ongoing and existing to which the trademarks pertain.

Signed at SFCA, this 26th day of JULY, 2011.

Federated Media Publishing, Inc.

By: 
 Name: TONY CHEN
 Title: SUP FINANCE

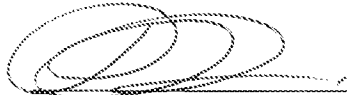
State of CA
 County of SAN FRANCISCO

On this 26 day of JULY, 2011, before me, PL DAVIS, a Notary Public in and for the State of CA, personally appeared TONY CHEN, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

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WITNESS my hand and official seal.



Notary Public

