

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
About, Inc.		02/25/2011	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	UCompare Holdings, LLC		
<b>Street Address:</b>	4 Mt. Royal Avenue		
<b>Internal Address:</b>	Suite 400		
<b>City:</b>	Marlborough		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01752		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3236631	U UCOMPARE HEALTHCARE	
<b>Registration Number:</b>	3198822	DECISION ASSISTANT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)643-6500		
<b>Phone:</b>	212-643-7000		
<b>Email:</b>	pto@sillscummis.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Sills Cummis & Gross P.C.		
<b>Address Line 1:</b>	30 Rockefeller Plaza		
<b>Address Line 2:</b>	29th Floor, IP Dept., Docketing		
<b>Address Line 4:</b>	New York, NEW YORK 10112		
<b>ATTORNEY DOCKET NUMBER:</b>	10030008.000001		
<b>NAME OF SUBMITTER:</b>	Edward Longobardi		

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**TRADEMARK  
 REEL: 004622 FRAME: 0741**

Signature:	/Edward Longobardi/
Date:	09/14/2011
<b>Total Attachments: 3</b> source=Execution Copy - Trademark Assignment to UCompare Holdings#page1.tif source=Execution Copy - Trademark Assignment to UCompare Holdings#page2.tif source=Execution Copy - Trademark Assignment to UCompare Holdings#page3.tif	

**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this "Assignment") is dated as of February 25, 2011 (the "Effective Date") between About, Inc., a Delaware corporation (the "Assignor"), and UCompare Holdings, LLC, a Delaware limited liability company (the "Assignee"). All capitalized terms used herein but not otherwise defined shall have the meanings given them in the Purchase Agreement (as defined below).

WHEREAS, the Assignor and the Assignee have entered into a certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement"); and

WHEREAS, the Assignor has agreed to transfer, sell and assign to the Assignee all of the Assignor's right, title and interest in and to the marks and/or trade names set forth on Schedule A hereto, together with the goodwill of the business associated therewith (collectively, the "Marks").

NOW, THEREFORE, in consideration of the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

1. The Assignor hereby assigns to the Assignee all of the Assignor's right, title, and interest in and to the Marks, together with the goodwill of the business associated therewith.
2. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.
3. All of the terms and provisions of this Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective executors, heirs, personal representatives, successors and assigns.
4. No provision of this Assignment is intended to confer upon any Person other than the parties hereto and their respective executors, heirs, personal representatives, successors and assigns any rights or remedies hereunder.
5. This Assignment shall be governed by and interpreted and enforced in accordance with the laws of the State of New York, without giving effect to any choice of Law or conflicts of Laws rules or provision (whether of the State of New York or any other jurisdiction) that would cause the application of the Laws of a jurisdiction other than the State of New York.

[Signature page follows.]

IN WITNESS WHEREOF, the Assignor has duly executed this Assignment as of the date first written above.

ABOUT, INC.

By:   
Name: Kenneth A. Richieri  
Title: Senior Vice President and  
Secretary

Signature page to Trademark Assignment

**TRADEMARK**  
**REEL: 004622 FRAME: 0744**

**SCHEDULE A**

<b>Trademark</b>	<b>Registration No.</b>
UCOMPARE HEALTHCARE	3,236,631
DECISION ASSISTANT	3,198,822