

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Everyday Health Media, LLC		11/29/2011	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Everyday Health, Inc.
<b>Street Address:</b>	345 Hudson Street
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10014
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 8**

Property Type	Number	Word Mark
Registration Number:	2096293	HEALTHTALK INTERACTIVE
Registration Number:	2605574	CAREPAGE
Registration Number:	2754896	HEALTHTALK
Registration Number:	2892281	HEALTHTALK
Registration Number:	2976600	MYDNA
Registration Number:	3056669	HEALTHCARE YELLOW PAGES
Registration Number:	3337486	REVOLUTION HEALTH
Registration Number:	3375551	KNOWYOURRISK

**CORRESPONDENCE DATA**

Fax Number: (212)468-4888  
 Phone: (212) 468-4800  
 Email: jkatz@dglaw.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

CH \$215.00 2096293

Correspondent Name: Jeffrey C. Katz  
Address Line 1: 1740 Broadway  
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER: 20614-0022-000 (DM)

NAME OF SUBMITTER: Jeffrey C. Katz

Signature: /Jeffrey C. Katz/

Date: 11/29/2011

Total Attachments: 2  
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**TRADEMARK ASSIGNMENT**


**WHEREAS**, Everyday Health Media, LLC, a limited liability company of the State of Delaware, located at 345 Hudson Street, New York, New York 10014 (hereinafter "Assignor"), is the owner of the marks listed on the attached Schedule A which are the subject of registration in the United States Patent and Trademark Office.

**WHEREAS**, Everyday Health, Inc., a corporation organized under the laws of the State of Delaware, located at 345 Hudson Street, New York, New York 10014 (hereinafter "Assignee"), is the successor of the portion of the business of Assignor, which is ongoing and existing, to which the marks pertain, and is desirous of acquiring said marks and said registrations therefor, and the goodwill of the business in connection therewith.


**THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and the registrations therefore listed on Schedule A, and all rights to damages or profits, due or accrued, arising out of past infringement of said marks or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of November 29, 2011.

**EVERYDAY HEALTH MEDIA, LLC**

By:   
Printed Name: Alan Shapiro  
Title: EVP + General Counsel

**EVERYDAY HEALTH, INC.**

By:   
Printed Name: Alan Shapiro  
Title: EVP + General Counsel

**SCHEDULE A**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Registration Date</u></b>
HEALTHTALK INTERACTIVE	2096293	September 16, 1997
CAREPAGE	2605574	August 6, 2002
HEALTHTALK	2754896	August 26, 2003
HEALTHTALK	2892281	October 12, 2004
MYDNA	2976600	July 26, 2005
HEALTHCARE YELLOW PAGES	3056669	January 31, 2006
REVOLUTION HEALTH	3337486	November 13, 2007
KNOWYOURRISK	3375551	January 29, 2008