

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
SX2 MEDIA LABS, LLC		05/11/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ziff Davis, Inc.		
Street Address:	28 East 28th Street		
Internal Address:	11th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10016		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85266255	COMPUTER SHOPPER	
Serial Number:	85347267	COMPUTER SHOPPER	
CORRESPONDENCE DATA			
Fax Number:	2125033560		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-503-3554		
Email:	tara_goldfrank@ziffdavis.com		
Correspondent Name:	Tara Goldfrank		
Address Line 1:	28 East 28th Street		
Address Line 2:	11th Floor		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Tara Goldfrank		
Signature:	/tgoldfrank/		

Date:

05/22/2012

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment"), effective as of May 11, 2012, is given by SX2 MEDIA LABS, LLC, a Delaware limited liability company with an address at 14 West 28th Street, 8th Floor, New York, New York 10001 ("Assignor"), in favor of ZIFF DAVIS, INC., a Delaware corporation with an address at 28 E. 28th Street, 11th Floor, New York, New York 10016 ("Assignee").

WHEREAS, pursuant to the terms and conditions of a certain Asset Purchase Agreement, dated May 11, 2012 (the "Asset Purchase Agreement"), by and between Assignor and Assignee, Assignor has agreed to transfer and assign to Assignee, and Assignee has agreed to acquire and accept, all of Assignor's rights, title and interest in and to all of Assignor's registered and unregistered trademarks, trade names and service marks, including without limitation those set forth on Schedule A hereto, and all goodwill associated therewith (the "Trademarks");

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein and in the Asset Purchase Agreement, as well as for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, including without limitation, the right to sue and collect damages for past, present and future infringement thereof.

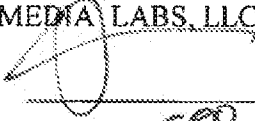
2. This Assignment is further documentation of the assignments, transfers and conveyances of the Trademarks contemplated by the Asset Purchase Agreement, and is subject to all of the terms, provisions, representations, warranties and conditions thereof. To the extent that any term or condition of this Assignment conflicts with any term or condition of the Asset Purchase Agreement, such term and/or condition of this Assignment shall be deemed amended so as to be consistent with the terms and conditions of the Asset Purchase Agreement.

3. From time to time after the date hereof, Assignor agrees to execute all further documents and to take all necessary actions to effect the assignment, transfer and conveyance of all rights in the Trademarks to Assignee.

[Remainder of page intentionally left blank. Signature page follows.]

IN WITNESS WHEREOF, Assignor has caused this Agreement to be duly executed by its duly authorized officer effective as of the date first set forth above.

SX2 MEDIA LABS, LLC

By: 
Title: CEO

State of _____)
County of _____) ss:

On the ____ day of May in the year 2012, before me, the undersigned, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Notary Public

SCHEDULE A TO ASSIGNMENT OF TRADEMARKS

U.S. Applications

Serial Number	Mark
85266255	COMPUTER SHOPPER
85347267	COMPUTER SHOPPER