

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
iVillage Parenting Network, Inc.		06/10/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Interactivation Health Networks, Inc.		
Street Address:	954 3RD AVENUE		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3032352	CELEBRATING YOU AND YOUR BABY	
Registration Number:	2801958	NEWBORN CHANNEL	
Registration Number:	2311791		
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	646 327-8772		
Email:	ls@laurencesinger.com		
Correspondent Name:	Laurence Singer		
Address Line 1:	46-60 156th Street		
Address Line 4:	Flushing, NEW YORK 11355		
NAME OF SUBMITTER:	Laurence Singer		
Signature:	/Laurence Singer/		
Date:	09/11/2012		
Total Attachments: 1 source=1Scan-120911-0001#page1.tif			

OP \$90.00 3032352

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment") is by and between iVillage Parenting Network, Inc. (the "Assignor"), and Interactivation Health Networks LLC (the "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademarks and the registrations therefor set forth in Exhibit 1 (the "Trademarks"), together with the goodwill of the business connected with and symbolized thereby; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, and the registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, Assignor hereby assigns to Assignee ownership of all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, and the registrations therefor.

IN WITNESS WHEREOF, the undersigned has executed this instrument at _____ this 10th day of June, 2010.

IVILLAGE PARENTING NETWORK, INC.

By: 

Title: Assistant Secretary

Exhibit 1

Trademark Registrations

CELEBRATING YOU AND YOUR BABY
Registration Number: 3032352

NEWBORN CHANNEL
Registration Number: 2801958

NEWBORN CHANNEL AND DESIGN
Registration Number: 2411791