

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sugar Publishing Inc.		01/16/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	POPSUGAR Inc.		
Street Address:	111 Sutter Street, 15th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 32			
Property Type	Number	Word Mark	
Registration Number:	3761889	SHOPSTYLE	
Registration Number:	3456594	BUZZSUGAR	
Registration Number:	3591999	BELLASUGAR	
Registration Number:	3839961	CELEBSTYLE	
Registration Number:	3749412	ONSUGAR	
Registration Number:	4010141	FASHIONOLOGIE	
Registration Number:	4000710	POPSUGAR TV	
Registration Number:	3870664	INSANELY ADDICTIVE	
Registration Number:	3693689	SHOPSENSE	
Registration Number:	3985044	MYPERFECTSALE	
Registration Number:	4155169	POPSUGAR CITY	
Registration Number:	4059699	SAVVYSUGAR	
Registration Number:	4062808	LILSUGAR	
Registration Number:	4056448	CASASUGAR	

Registration Number:	4056197	TRÈSSUGAR
Serial Number:	85530148	FOR THE SHOPPING OBSESSED
Serial Number:	85535252	SUGAR
Registration Number:	4035482	CIRCLE OF MOMS
Registration Number:	3847200	CIRCLE OF MOMS
Registration Number:	3847199	CIRCLE OF MOMS
Serial Number:	85713407	THE CIRCLE OF MOMS COOKBOOK
Serial Number:	85713419	POPSUGAR MUST HAVE BOX
Serial Number:	85713400	POPSUGAR MUST HAVE
Serial Number:	85738987	THE CIRCLE OF MOMS MONEY SAVER
Serial Number:	85736157	FOR THE STYLE OBSESSED
Registration Number:	3482394	FITSUGAR
Registration Number:	3482395	GIGGLESUGAR
Registration Number:	3469643	GEEKSUGAR
Registration Number:	3548360	FABSUGAR
Registration Number:	3482396	YUMSUGAR
Registration Number:	3482397	PETSUGAR
Registration Number:	3334918	POPSUGAR

**CORRESPONDENCE DATA**

Fax Number: 3172317433

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

Email: jgard@btlaw.com

Correspondent Name: Julia Spoor Gard

Address Line 1: 11 South Meridian Street

Address Line 4: Indianapolis, INDIANA 46204-3535

ATTORNEY DOCKET NUMBER:	42537-100
NAME OF SUBMITTER:	Julia Spoor Gard
Signature:	/jgard/
Date:	02/05/2013

Total Attachments: 3

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# Delaware

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*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SUGAR PUBLISHING INC.", CHANGING ITS NAME FROM "SUGAR PUBLISHING INC." TO "POPSUGAR INC.", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JANUARY, A.D. 2013, AT 2:51 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE KENT COUNTY RECORDER OF DEEDS.

4137621 8100

130062831



  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0154693

DATE: 01-18-13

You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

TRADEMARK  
REEL: 004956 FRAME: 0141

**CERTIFICATE OF AMENDMENT  
OF THE  
RESTATED CERTIFICATE OF INCORPORATION OF  
SUGAR PUBLISHING INC.**

Sugar Publishing Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation"),

DOES HEREBY CERTIFY:

FIRST: The name of the Corporation is POPSUGAR Inc.

SECOND: The date on which the Certificate of Incorporation of the Corporation was originally filed with the Secretary of State of the State of Delaware is April 5, 2006, under the name of Sugar Publishing Incorporated.

THIRD: That the Board of Directors of the Corporation duly adopted a resolution setting forth a proposed amendment to the Restated Certificate of Incorporation, declaring said amendment to be advisable and in the best interests of the Corporation:

**RESOLVED**, that Article I of the Restated Certificate of Incorporation of the Corporation be amended to read in its entirety as follows:

"ARTICLE I

The name of this corporation is POPSUGAR Inc."

FOURTH: That thereafter said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law by written consent of the stockholders holding the requisite number of shares required by statute given in accordance with and pursuant to Section 228 of the General Corporation Law of the State of Delaware with written notice to be given to those stockholders who did not consent as provided in that section.

*[Remainder of page intentionally left blank]*

IN WITNESS WHEREOF, this Corporation has caused this Certificate of Amendment of the Restated Certificate of Incorporation to be signed by its Chief Executive Officer this 16<sup>th</sup> day of January 2013.

/s/ Brian Sugar  
Brian Sugar, President