

## 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
CREATIVEBUG INC.		03/26/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DEMAND MEDIA, INC.		
Street Address:	1299 Ocean Avenue		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4291530	CREATIVEBUG	
CORRESPONDENCE DATA			
Fax Number:	3105860564		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 586-7700		
Email:	latm2@gtlaw.com		
Correspondent Name:	Susan L. Heller		
Address Line 1:	1840 Century Park East, Suite 1900		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	104128-020500		
NAME OF SUBMITTER:	Susan L. Heller		
Signature:	/slh/		
Date:	03/26/2013		
Total Attachments: 1 source=assign#page1.tif			

CH \$40.00 4291530

**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is made by and between CREATIVEBUG INC., a California corporation with a business address at 255 Kansas Street, Suite 302, San Francisco, California 94103 (the "Assignor"), and DEMAND MEDIA, INC., a Delaware corporation with a business address at 1299 Ocean Avenue, Santa Monica, California 90401 (the "Assignee").

WHEREAS, Assignor is the owner of the trademark CREATIVEBUG and the goodwill of the business symbolized thereby and associated therewith (referred to as the "Mark");

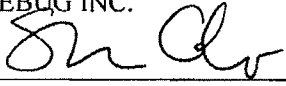
WHEREAS, Assignor is the owner of U.S. Registration No. 4,291,530 for the mark CREATIVEBUG covering "Membership club services, namely, providing training to members through online video workshops in the field of arts and crafts in the categories of knitting, needle arts, crochet, printmaking, ceramics, jewelry, sewing, quilting, stamping, paper, kids, mixed media, gift wrapping, needle felting, home decor, accessories and crafts" in Class 41 (the "Registration");

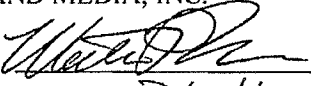
WHEREAS, Assignee is desirous of acquiring all of Assignor's right, title, and interest in and to the Mark and the Registration, and Assignor is desirous of assigning to Assignee all of Assignor's right, title, and interest in and to the Mark and the Registration;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all Assignor's right, title, and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark and the Registration, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark and the Registration, and the right to sue for and recover the same. Assignor hereby assigns to Assignee the entire business associated with the Mark and the Registration being transferred.

Assignor shall promptly, upon the request of Assignee, execute such other documents and/or instruments of assignment, transfer and conveyance as Assignee may reasonably request to permit Assignee to record the assignment made by this instrument or any other documents Assignee may reasonably deem necessary or advisable to effectuate the terms and intent of this Trademark Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have each executed this Assignment, which is effective as of the last date written below.

CREATIVEBUG INC.  
By:   
Name: Shawn Colo  
Title: President  
Date: March 26, 2013

DEMAND MEDIA, INC.  
By:   
Name: Matthew Polak  
Title: General Counsel  
Date: March 26 2013