

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>CREATIVEBUG INC.</td> <td></td> <td>04/23/2013</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	CREATIVEBUG INC.		04/23/2013	CORPORATION: CALIFORNIA																
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<table border="1"> <tr> <td>Name:</td> <td colspan="3">Demand Media, Inc.</td> </tr> <tr> <td>Street Address:</td> <td colspan="3">1299 Ocean Avenue</td> </tr> <tr> <td>City:</td> <td colspan="3">Santa Monica</td> </tr> <tr> <td>State/Country:</td> <td colspan="3">CALIFORNIA</td> </tr> <tr> <td>Postal Code:</td> <td colspan="3">90401</td> </tr> <tr> <td>Entity Type:</td> <td colspan="3">CORPORATION: DELAWARE</td> </tr> </table>				Name:	Demand Media, Inc.			Street Address:	1299 Ocean Avenue			City:	Santa Monica			State/Country:	CALIFORNIA			Postal Code:	90401			Entity Type:	CORPORATION: DELAWARE		
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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: 3105867700 Email: latm2@gtlaw.com Correspondent Name: Susan L. Heller Address Line 1: Greenberg Traurig, LLP Address Line 4: Los Angeles, CALIFORNIA 90067																											
ATTORNEY DOCKET NUMBER:	104128-020500																										
NAME OF SUBMITTER:	Susan L. Heller																										
Signature:	/slh/																										
Date:	04/23/2013																										
Total Attachments: 2 source=assignment#page1.tif source=assignment#page2.tif																											

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## 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")(collectively, the Assignor and the Assignee are referred to as the "Parties").

WHEREAS, the Parties have entered into an Asset Purchase Agreement in which the Assignee has acquired all of Assignor's business and related intellectual property associated therewith;

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

WHEREAS, Assignor is the owner of U.S. Trademark Application Serial No. 85/664,669 for the mark AIRCRAFT covering "Educational and entertainment services, namely, providing online video workshops in the fields of arts and crafts in the categories of knitting, needle arts, crochet, jewelry, sewing, and stamping; providing a website featuring non-downloadable videos in the fields of arts and crafts in the categories of knitting, needle arts, crochet, jewelry, sewing and stamping; inflight video entertainment services, namely, exhibiting cinematographic videos in the fields of arts and crafts in the categories of knitting, needle arts, crochet, jewelry, sewing and stamping" in Class 41 (the Application);

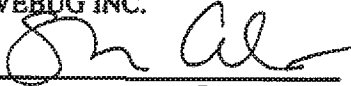
WHEREAS, Assignee is desirous of acquiring all Assignor's right, title, and interest in and to the Mark and the Application, and Assignor is desirous of assigning to Assignee all Assignor's right, title, and interest in and to the Mark and the Application;

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 Application, together with the goodwill of the business symbolized by the Mark and the Application, and all rights to damages and profits, due or accrued, arising out of past infringements of said Mark and the Application, and the right to sue for and recover the same. Further to the Asset Purchase Agreement, Assignor hereby assigns to Assignee the entire business associated with the Mark and the Application 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 Cole  
Title: President  
Date: 4/23/2013

DEMAND MEDIA, INC.

By:   
Name: Matthew Polesetsky  
Title: Secretary  
Date: 4/23/2013