

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
Blogher LLC		06/05/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Blogher Inc.		
Street Address:	1301 Shoreway Road, Suite 340		
City:	Belmont		
State/Country:	CALIFORNIA		
Postal Code:	94002		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	77415573		
Serial Number:	77415568		
Registration Number:	3212657	BLOG HER	
Registration Number:	3512075	BLOGHER	
Registration Number:	3512074	BLOGHER	
CORRESPONDENCE DATA			
Fax Number:	6508497400		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(650) 843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Todd S. Bontemps		
Address Line 1:	1299 Pennsylvania Avenue, NW, Suite 700		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	309131-20000		

CH \$140.00 77415573

NAME OF SUBMITTER:	Todd S. Bontemps
Signature:	/TSB5/
Date:	09/13/2013
Total Attachments: 6 source=Blogher Name Change#page1.tif source=Blogher Name Change#page2.tif source=Blogher Name Change#page3.tif source=Blogher Name Change#page4.tif source=Blogher Name Change#page5.tif source=Blogher Name Change#page6.tif	

Delaware

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The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED LIABILITY COMPANY UNDER THE NAME OF "BLOGHER LLC" TO A DELAWARE CORPORATION, CHANGING ITS NAME FROM "BLOGHER LLC" TO "BLOGHER INC.", FILED IN THIS OFFICE ON THE FIFTH DAY OF JUNE, A.D. 2007, AT 6:03 O'CLOCK P.M.

4114978 8100V

131085731



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0733793

DATE: 09-13-13

TRADEMARK
REEL: 005111 FRAME: 0302

Delaware

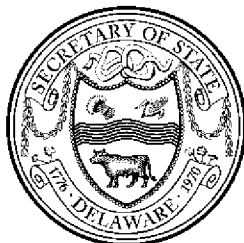
PAGE 2

The First State


I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF INCORPORATION OF "BLOGHER INC." FILED IN THIS OFFICE ON THE FIFTH DAY OF JUNE, A.D. 2007, AT 6:03 O'CLOCK P.M.

4114978 8100V

131085731



You may verify this certificate online
at corp.delaware.gov/authver.shtml


Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0733793

DATE: 09-13-13

TRADEMARK
REEL: 005111 FRAME: 0303

STATE OF DELAWARE

**CERTIFICATE OF CONVERSION
FROM A DELAWARE LIMITED LIABILITY COMPANY TO A
DELAWARE CORPORATION**

(Pursuant to Section 265 of the Delaware General Corporation Law)

1. The jurisdiction where the limited liability company (the "Company") first formed is Delaware.
2. The Company's jurisdiction immediately prior to filing this Certificate of Conversion is Delaware.
3. The date the Company first formed is February 23, 2006, under the name BlogHer LLC.
4. The name of the Company immediately prior to filing this Certificate of Conversion is BlogHer LLC.
5. The name of the corporation as set forth in the Certificate of Incorporation is BlogHer Inc.

IN WITNESS WHEREOF, the undersigned being duly authorized to sign on behalf of the converting Company has executed this Certificate on June 4, 2007

By: /s/ Lisa Stone
Lisa Stone, Authorized Person

CERTIFICATE OF INCORPORATION OF

BLOGHER INC.

ARTICLE I

The name of the corporation is BlogHer Inc. (the "Company").

ARTICLE II

The address of the Company's registered office in the State of Delaware is National Registered Agents, Inc., 160 Greentree Drive, Suite 101, Dover, Kent County, DE 19904.

ARTICLE III

The purpose of the Company is to engage in any lawful act or activity for which corporations may be organized under the Delaware General Corporation Law, as the same exists or as may hereafter be amended from time to time.

ARTICLE IV

This Company is authorized to issue one class of shares to be designated Common Stock. The total number of shares of Common Stock the Company has authority to issue is Ten Million (10,000,000) with par value of \$0.001 per share.

ARTICLE V

The name and mailing address of the incorporator are as follows:

Jason Altieri
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
1400 Page Mill Road
Palo Alto, CA 94304

ARTICLE VI

In furtherance and not in limitation of the powers conferred by statute, the board of directors of the Company is expressly authorized to make, alter, amend or repeal the bylaws of the Company.

ARTICLE VII

Elections of directors need not be by written ballot unless otherwise provided in the bylaws of the Company.

ARTICLE VIII

To the fullest extent permitted by the Delaware General Corporation Law, as the same exists or as may hereafter be amended from time to time, a director of the Company shall not be personally

liable to the Company or its stockholders for monetary damages for breach of fiduciary duty as a director. If the Delaware General Corporation Law is amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Company shall be eliminated or limited to the fullest extent permitted by the Delaware General Corporation Law, as so amended.

The Company shall indemnify and hold harmless, to the fullest extent permitted by the Delaware General Corporation Law, or any other applicable law, as the same exists or as may hereafter be amended from time to time, any director or officer of the Company who was or is made or is threatened to be made a party or is otherwise involved in any action, suit or proceeding, whether civil, criminal, administrative or investigative (a "**Proceeding**") by reason of the fact that he or she, or a person for whom he or she is the legal representative, is or was a director, officer, employee or agent of the Company or is or was serving at the request of the Company as a director, officer, employee or agent of another corporation or of a partnership, joint venture, trust, enterprise or non-profit entity, including service with respect to employee benefit plans, against all liability and loss suffered and expenses reasonably incurred by such person in connection with any such Proceeding. The Company shall be required to indemnify a person in connection with a Proceeding initiated by such person only if the Proceeding was authorized by the Board.

The Company shall have the power to indemnify and hold harmless, to the extent permitted by the Delaware General Corporation Law, or any other applicable law, as the same exists or as may hereafter be amended from time to time, any employee or agent of the Company who was or is made or is threatened to be made a party or is otherwise involved in any Proceeding by reason of the fact that he or she, or a person for whom he or she is the legal representative, is or was an employee or agent of the Company or is or was serving at the request of the Company as a director, officer, employee or agent of another corporation or of a partnership, joint venture, trust, enterprise or non-profit entity, including service with respect to employee benefit plans, against all liability and loss suffered and expenses reasonably incurred by such person in connection with any such Proceeding.

Neither any amendment nor repeal of this Article, nor the adoption of any provision of this Certificate of Incorporation inconsistent with this Article, shall eliminate or reduce the effect of this Article in respect of any matter occurring, or any cause of action, suit or claim accruing or arising or that, but for this Article, would accrue or arise, prior to such amendment, repeal or adoption of an inconsistent provision.

ARTICLE IX

Except as provided in **Article VIII** above, the Company reserves the right to amend, alter, change or repeal any provision contained in this Certificate of Incorporation, in the manner now or hereafter prescribed by statute, and all rights conferred upon stockholders herein are granted subject to this reservation.

I, the undersigned, as the sole incorporator of the Company, have signed this Certificate of Incorporation on June 4, 2007.

/s/ Jason Altieri
Jason Altieri, Incorporator