

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
About, Inc.		01/01/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Consumer Search, Inc.		
Street Address:	555 12th Street		
Internal Address:	Suite 500		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3233251	CONSUMERSEARCH	
Registration Number:	3672684	CONSUMERSEARCH	
Registration Number:	3672987	LOVE WHAT YOU BUY	
Registration Number:	3465783	REVIEWING THE REVIEWERS	
Registration Number:	3465781	REVIEWING THE REVIEWS	
CORRESPONDENCE DATA			
Fax Number:	4152687522		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(415) 268-7000		
Email:	ksamia@mofa.com		
Correspondent Name:	Jennifer Lee Taylor		
Address Line 1:	425 Market Street		
Address Line 2:	Morrison & Foerster LLP		
Address Line 4:	San Francisco, CALIFORNIA 94105		

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TRADEMARK

ATTORNEY DOCKET NUMBER:	71725-6000000
NAME OF SUBMITTER:	Jennifer Lee Taylor
Signature:	/JLT2/
Date:	01/03/2014
Total Attachments: 3 source>About - Consumer Search Assignment#page1.tif source>About - Consumer Search Assignment#page2.tif source>About - Consumer Search Assignment#page3.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("**Trademark Assignment**"), dated as of January 1, 2014 is made by About, Inc. ("**Assignor**"), a Delaware corporation, located at 1500 Broadway, 6th Floor, New York, NY 10036, in favor of Consumer Search, Inc. ("**Assignee**"), a Delaware corporation, located at 555 12th Street, Suite 500, Oakland, California 94607.

NOW THEREFORE, the parties agree as follows:

1. Assignment. In consideration of One United States Dollar (\$1.00) paid by Assignee upon execution of this Trademark Assignment and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee all of Assignor's right, title and interest in and to the following (the "**Assigned Trademarks**"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

the trademarks, trademark registrations and trademark applications set forth on Schedule 1 hereto and all issuances, extensions and renewals thereof; provided that, only with respect to United States intent-to-use trademark applications, the transfer of such applications accompanies the transfer of Assignor's business, or portion of the business to which such trademarks pertain, and that business is ongoing and existing.

2. Recordation and Further Actions. Assignor authorizes the Commissioner for Trademarks of the United States Patent and Trademark Office and any other national, federal and state government officials to record and register this Trademark Assignment upon request by Assignee. Assignor shall execute any and all documents and take all other further actions as reasonably requested by Assignee to transfer ownership of the Assigned Trademarks including, but not limited to, assignments, transfers and related powers of attorney.

3. General.

(a) Entire Agreement. This Trademark Assignment, together with all related exhibits and schedules, constitutes the sole and entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, both written and oral, with respect to such subject matter.

(b) Successors and Assigns. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

(c) Governing Law. All matters arising out of or relating to this Trademark Assignment shall be governed by and construed in accordance with the laws of the United States and the internal laws of the State of New York without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

(d) Counterparts. This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed to be one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment.

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment as of the date first above written.

About, Inc.

By 

Brad Simon

Name: Senior Vice President and General Counsel

About, Inc.

Title:

1500 Broadway, 6th Floor
New York, NY 10036

About.com

AGREED TO AND ACCEPTED:

Consumer Search, Inc.

By 

Name: KRISTINA BAILEN

Title: VP, Sr. Legal Counsel & Secretary

SCHEDULE 1

ASSIGNED TRADEMARKS

TRADEMARK	Country	REG. NO.	REG. DATE
CONSUMERSEARCH	United States	3,233,251	4/24/07
CONSUMERSEARCH (and Design)	United States	3,672,684	8/25/09
CONSUMERSEARCH (and Design)	European Community	5234125	11/5/07
LOVE WHAT YOU BUY	United States	3,672,987	8/25/09
REVIEWING THE REVIEWERS	United States	3,465,783	7/15/08
REVIEWING THE REVIEWS	United States	3,465,781	7/15/08