

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	MERGER		
EFFECTIVE DATE:	12/31/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Eqal, Inc.		12/31/2012
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Everyday Health Media, LLC		
Street Address:	345 Hudson Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10014		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 10			
	Property Type	Number	Word Mark
	Registration Number:	3624099	EQAL
	Registration Number:	4327173	THE HAUTE LIST
	Registration Number:	3338362	LONELYGIRL15
	Registration Number:	3470586	LG15
	Registration Number:	3521526	KATEMODERN
	Registration Number:	3494904	12 IN 12
	Registration Number:	3549963	THE SHOW IS EVERYWHERE
	Serial Number:	85572377	U LOOK HAUTE
	Serial Number:	85572379	E HAUTE LIST
	Serial Number:	85572378	BEAUTY VLOGGER BOOT CAMP
CORRESPONDENCE DATA			
Fax Number:	2124684888		

CH \$265.00 3624099

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

Phone: (212) 468-4800
Email: jkatz@dglaw.com
Correspondent Name: Jeffrey C. Katz
Address Line 1: 1740 Broadway
Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	020614-0022-000 (AGN JAC)
NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	01/21/2014

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 MERGER, WHICH MERGES:

"EQAL, INC.", A DELAWARE CORPORATION,
WITH AND INTO "EVERYDAY HEALTH MEDIA, LLC" UNDER THE NAME OF "EVERYDAY HEALTH MEDIA, LLC", A LIMITED LIABILITY COMPANY ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF DELAWARE, AS RECEIVED AND FILED IN THIS OFFICE THE FOURTEENTH DAY OF DECEMBER, A.D. 2012, AT 3:08 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF MERGER IS THE THIRTY-FIRST DAY OF DECEMBER, A.D. 2012, AT 11:59 O'CLOCK P.M.

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

4929666 8100M

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Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 0073607

DATE: 12-17-12

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

TRADEMARK
REEL: 005197 FRAME: 0107

CERTIFICATE OF MERGER

MERGING

EQAL, INC.

(a Delaware Corporation)

WITH AND INTO

EVERYDAY HEALTH MEDIA, LLC

(a Delaware Limited Liability Company)

The undersigned, Everyday Health Media, LLC, has duly executed the following Certificate of Merger pursuant to Title 8, Section 264(c) of the Delaware General Corporation Law and Title 6, Section 18-209 of the Delaware Limited Liability Company Act:

FIRST: The surviving limited liability company is Everyday Health Media, LLC, a Delaware limited liability company (hereinafter sometimes referred to as "EHM" or the "Surviving Entity").

SECOND: The corporation being merged into the Surviving Entity is EQAL, Inc., a Delaware corporation ("EQAL").

THIRD: An Agreement and Plan of Merger has been approved, adopted, certified, executed and acknowledged by EHM and EQAL in accordance with the provisions of Section 18-209 of the Limited Liability Company Act of the State of Delaware and Section 264(c) of the General Corporation Law of the State of Delaware.

FOURTH: The Certificate of Formation of EHM shall be the Certificate of Formation of the Surviving Entity, without any changes or amendments.

FIFTH: The name of the Surviving Entity is Everyday Health Media, LLC.

SIXTH: The merger shall become effective at 11:59 p.m. on December 31, 2012.

SEVENTH: The executed Agreement and Plan of Merger is on file at 345 Hudson Street, 16th Floor, New York, NY 10014, the principal place of business of the Surviving Entity.

EIGHTH: A copy of the Agreement and Plan of Merger will be furnished by the Surviving Entity on request, without cost, to any member of the Surviving Entity or to any stockholder of EQAL.

[Remainder of this page intentionally left blank]

IN WITNESS WHEREOF, the Surviving Entity has caused this certificate to be duly executed
as of the 14 day of December, 2012.

EVERYDAY HEALTH MEDIA, LLC

By: _____

Alan Shapiro
Executive Vice President and
General Counsel