

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM301662

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mothering Magazine, Inc.		11/02/2012	CORPORATION: NEW MEXICO
RECEIVING PARTY DATA			
Name:	Collacomm, Inc.		
Street Address:	525 Market Street, Suite 200		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94105		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2437277	MOTHERING	
CORRESPONDENCE DATA			
Fax Number:	6509385200		
<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) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	R.J. HEHER, ESQ.		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041-1990		
ATTORNEY DOCKET NUMBER:	25827-00070-4650		
NAME OF SUBMITTER:	R.J. HEHER, ESQ.		
SIGNATURE:	/rj heher/		
DATE SIGNED:	04/16/2014		
Total Attachments: 1			
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CH \$40.00 2437277

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is by and between Mothering Magazine, Inc. ("ASSIGNOR"), a New Mexico corporation and Collacomm, Inc. ("ASSIGNEE"), a Delaware corporation having a principal place of business at 525 Market Street, Suite 200, San Francisco, California 94105.

NOW, THEREFORE, to all whom it may concern, the ASSIGNOR, for good and valuable consideration, confirms that on July 22, 2011 it assigned and transferred and does hereby assign and transfer all its rights, title and interests in respect of US trademark Registration No. 2437277 for MOTHERING together with the goodwill of the business symbolized by said trademark including, without limitation, all claims that it might have, at law or in equity, by reason of past, present or future infringement in the said trademark thereof to ASSIGNEE, being authorized to apply for the recordal of this assignment at the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Trademark Assignment Agreement to be executed by their duly authorized representatives.

Mothering Magazine, Inc.

By: _____

Name: Peggy O'Mara

Title: President

Date: November 2, 2012

Collacomm, Inc.

By: _____

Name: Dan Gill

Title: Chief Executive Officer

Date: October 19, 2012