

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311963

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Demand Media, Inc.		07/24/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Rightside Operating Co.		
Street Address:	5808 Lake Washington Blvd NE, Suite 300		
City:	Kirkland		
State/Country:	WASHINGTON		
Postal Code:	98033		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	76431795	BULKREGISTER	
Serial Number:	85685691	HOTKEYS	
Serial Number:	85685700	HOTKEYS	
CORRESPONDENCE DATA			
Fax Number:	3105860564		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3105867700		
Email:	linkerg@gtlaw.com		
Correspondent Name:	Susan L. Heller		
Address Line 1:	1840 Century Park East, #1900		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	104128-231100		
NAME OF SUBMITTER:	Susan L. Heller		
SIGNATURE:	/sh/		
DATE SIGNED:	07/27/2014		
Total Attachments: 3			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is made by and between DEMAND MEDIA, INC., a Delaware corporation with a business address at 1655 26th Street, Santa Monica, California 90404 (the "Assignor"), and RIGHTSIDE OPERATING CO., a Delaware corporation, with a business address at 5808 Lake Washington Blvd. NE, Suite 300, Kirkland, Washington 98033 (the "Assignee") (collectively, the Assignor and the Assignee are referred to as the "Parties").

WHEREAS, Assignor is the owner of the trademarks listed in the attached Schedule A and the goodwill of the business symbolized thereby and associated therewith (referred to as the "Marks");

WHEREAS, Assignor is the owner of the U.S. trademark applications and registrations, and Canadian application listed in Schedule B (the "Applications and Registrations");

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

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 Marks and the Applications and Registrations, together with the goodwill of the business symbolized by the Marks and the Applications and Registrations, and all rights to damages and profits, due or accrued, arising out of past infringements of said Marks and the Applications and Registrations, and the right to sue for and recover the same. Assignor hereby assigns to Assignee the entire business associated with the Marks and the Applications and Registrations 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.

DEMAND MEDIA, INC.

By: [Signature]
Name: MEL TANG
Title: CFO
Date: 7/24/14

RIGHTSIDE OPERATING CO.

By: [Signature]
Name: Rick Davis
Title: Director
Date: 7/24/14

SCHEDULE A

TRADEMARKS

BULKREGISTER
HOTKEYS

SCHEDULE B

APPLICATIONS AND REGISTRATIONS

MARK	COUNTRY	CLASS	APP NO	FILING DATE	REG NO	REG DATE
BULKREGISTER	CANADA	N/A	1620464	3/28/2013	N/A	N/A
BULKREGISTER	USA	42	76431795	7/18/2002	2719175	5/27/2003
HOTKEYS	USA	35	85685691	7/24/2012	4398732	09/10/2013
HOTKEYS	USA	42	85685700	7/24/2012	4301379	3/12/2013