

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM318694

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Conversant, Inc.		10/01/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	IAC Search & Media Brands, Inc.		
Street Address:	555 12th Street, Suite 500		
City:	Oakland		
State/Country:	CALIFORNIA		
Postal Code:	94607		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3921871	SHOP.SIMPLI.COM	
CORRESPONDENCE DATA			
Fax Number:	4152687522		
<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:	415-268-7000		
Email:	ksamia@mofo.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		
ATTORNEY DOCKET NUMBER:	73700-6000000		
NAME OF SUBMITTER:	Jennifer Lee Taylor		
SIGNATURE:	/JLT2/		
DATE SIGNED:	10/01/2014		
Total Attachments: 2			
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ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made as of October 1, 2014 (the "Effective Date") by and between Conversant, Inc. ("Assignor"), a corporation organized under the laws of the State of Delaware with its principal place of business at 30699 Russell Ranch Road, Suite 250, Westlake Village, California 91362, and IAC Search & Media Brands, Inc. ("Assignee"), a corporation organized under the laws of the State of California with its principal place of business at 555 12th Street, Suite 500, Oakland, California 94607 (referred to collectively as the "Parties" and individually as a "Party").

WHEREAS, Assignor is the sole owner of all rights, title and interest in and to the trademark, applications and/or registrations for such trademark listed in Exhibit A attached hereto and incorporated by this reference ("MARK");

WHEREAS, Assignor wishes to assign all right, title, and interest in and to the MARK to Assignee, together with the goodwill of the business symbolized by the MARK, and Assignee wishes to accept such assignment;

NOW, THEREFORE, the Parties agree as follows:

Assignor hereby transfers, conveys and assigns to Assignee all right, title and interest throughout the world in and to the MARK, together with (a) all national, foreign and state registrations; (b) all national, foreign and state applications; (c) all common law rights related thereto; (d) all goodwill associated therewith, and (e) and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued (including, without limitation, the exclusive rights to apply for and maintain all such registrations; to sue for all past, present or future infringements or other violations of any rights in the MARK; and to settle and retain proceeds from any such actions).

This Agreement is made under and shall be construed in accordance with the laws of the State of California, without giving effect to any choice of law rule that would cause the application of the laws of any jurisdiction other than the internal laws of the State of California to the rights and duties of the Parties.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their duly authorized representatives.

CONVERSANT, INC.

By: [Signature]
Name: Scott P. Barclay
+ Secretary
Date: Oct 1, 2014

IAC SEARCH & MEDIA BRANDS, INC.

By: [Signature]
Name: Jeffrey J. Green
Date: Oct 1, 2014

EXHIBIT A

Mark	Jurisdiction	Filing Number
SHOP.SIMPLI.COM	United States	Registration No. 3,921,871

sf-3464069