

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM388255

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Whalerock Digital Media, LLC		06/14/2016	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mashable, Inc.		
<b>Street Address:</b>	114 5th Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4375628	CINEFIX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3103883125		
<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>			
<b>Phone:</b>	4152734314		
<b>Email:</b>	bkemp@ktslaw.com		
<b>Correspondent Name:</b>	Kilpatrick Townsend - Caroline Y. Barbee		
<b>Address Line 1:</b>	9720 Wilshire Blvd PH		
<b>Address Line 4:</b>	Beverly Hills, CALIFORNIA 90212		
<b>NAME OF SUBMITTER:</b>	Caroline Y. Barbee		
<b>SIGNATURE:</b>	/Caroline Y. Barbee/		
<b>DATE SIGNED:</b>	06/16/2016		
<b>Total Attachments: 5</b>			
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source=CINEFIX -- Mashable Inc -- Trademark Domain Name Assignment Agreement EXECUTED (2)_Redacted#page2.tif			
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(2)\_Redacted#page5.tif

This TRADEMARK AND [REDACTED] ASSIGNMENT (this "Assignment") is made and delivered as of June 14, 2016 (the "Effective Date") by Loge, LLC, a Delaware limited liability company ("Company"), and Whalerock Digital Media, LLC, a Delaware limited liability company ("Parent"), for the benefit of Mashable, Inc., a Delaware corporation ("Assignee"). All capitalized terms used herein but not otherwise defined shall have the meanings given them in the Purchase Agreement (as defined below). Insofar as this Assignment pertains to Parent's interest in and to the Transferred Assets, Parent and Company shall at times be individually referred to herein as "Assignor", and collectively as "Assignors".

WHEREAS, Assignors and the Assignee have entered into a certain Asset Purchase Agreement dated as of the date hereof (the "Purchase Agreement"); and

WHEREAS, pursuant to the Purchase Agreement, Assignor agreed to transfer, contribute and assign to the Assignee all of Assignor's right, title and interest in and to Assignor's registered and unregistered marks and/or trade names set forth on the attached Schedule A hereto (collectively, the "Marks"); and

[REDACTED]

NOW, THEREFORE, for and in consideration of the foregoing premises and the mutual covenants contained herein, and for other good and valuable consideration, the receipt, adequacy and legal sufficiency of which are hereby acknowledged, the parties hereto do hereby agree as follows:

1. Assignor hereby irrevocably assigns to Assignee: (i) all of Assignor's right, title, and interest in and to the Marks, together with the goodwill associated therewith; (ii) all of Assignor's right, title and interest in and to the [REDACTED]; (iii) any and all legal actions and rights and remedies at law or in equity for past infringements, misappropriations, or other violations of the Marks and/or the [REDACTED], including the right to sue for, collect, and retain all damages, profits, proceeds, and all other remedies associated therewith; and (iv) any and all income, royalties, and payments accruing on or after the Effective Date with respect to the Marks and/or the [REDACTED], for the Assignee's own use and enjoyment and for the use and enjoyment of the Assignee's successors, assigns, or other legal representatives. Assignors agree to give Assignee and/or any person designated by Assignee all reasonable assistance that may be required to perfect the rights granted herein.

2. Assignors agree not to use (and to terminate and discontinue all use of) the Marks and the terms contained in the Marks and the [REDACTED] and any terms similar thereto, in any domain name, domain name registration, trademark, service mark, trade name, company name, legal name, fictitious business name, logo, and any other indicator of origin, with regard to itself and any business or entity at any time owned or controlled by Assignor.

3. Assignors authorize and request the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of Assignor's rights in the Marks.

4. [REDACTED]

5. All of the terms and provisions of this Assignment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

6. No provision of this Assignment is intended to confer upon any person other than the parties hereto and their respective successors and assigns any rights or remedies hereunder.

7. Assignors and Assignee agree that this Assignment is subject to the terms and conditions of the Purchase Agreement, including without limitation, the representations, warranties, covenants, exclusions and indemnities set forth therein, and that this Assignment shall not be deemed to limit, enlarge or extinguish any obligation of Assignors or Assignee under the Purchase Agreement, all of which obligations shall survive the delivery of this Assignment in accordance with the terms of the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern.

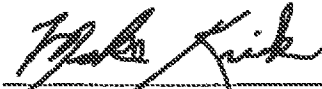
8. This Assignment and all matters arising directly or indirectly herefrom will be governed in all respects by the laws of the State of California, regardless of the laws that might otherwise govern under applicable principles of conflicts of laws thereof.

*[Signature Page Follows]*

IN WITNESS WHEREOF, the parties have duly executed this Assignment as of the date first written above.

ASSIGNEE:

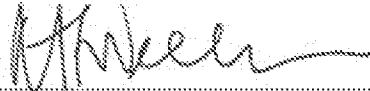
MASHABLE, INC.



Name: Michael Kriak  
Title: Chief Operating Officer

COMPANY:

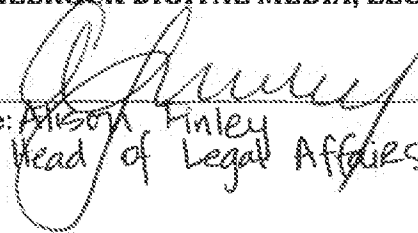
LOGE, LLC



Name: Mike Weetman  
Title: Head of Corporate Development

PARENT:

WHALEROCK DIGITAL MEDIA, LLC



Name: Alison Finley  
Title: Head of Legal Affairs

SCHEDULE A

Jurisdiction	Mark	Filing Date	Reg. No. and Reg. Date
United States	CINEFIX	12/5/12	4375628, 7/30/13

SCHEDULE B

