

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM407969

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLOGHER INC.		11/29/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	SHEKNOWS, LLC		
Street Address:	14614 North Kierland Boulevard, Suite S150		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85254		
Entity Type:	Limited Liability Company: ARIZONA		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3212657	BLOG HER	
Registration Number:	3512074	BLOGHER	
Registration Number:	3512075	BLOGHER	
Registration Number:	3512076		
Registration Number:	3512077		
Registration Number:	4013127	LIFE WELL SAID	
Registration Number:	3926726	LIFE WELL SAID	
Registration Number:	4583578		
Registration Number:	4568238		
CORRESPONDENCE DATA			
Fax Number:	6027985595		
<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:	602.798.5419		
Email:	warshawskyk@ballardspahr.com		
Correspondent Name:	Kimberly A. Warshawsky		
Address Line 1:	Ballard Spahr LLP		
Address Line 2:	1 East Washington Street, Suite 2300		
Address Line 4:	Phoenix, ARIZONA 85004-2555		
NAME OF SUBMITTER:	Kimberly A. Warshawsky		

CH \$240.00 3212657

SIGNATURE:	/Kimberly A. Warshawsky/
DATE SIGNED:	12/07/2016
Total Attachments: 3 source=Assignment#page1.tif source=Assignment#page2.tif source=Assignment#page3.tif	

TRADEMARK AND DOMAIN NAME ASSIGNMENT

WHEREAS, BLOGHER INC., a Delaware corporation, 14614 North Kierland Boulevard, Suite S150, Scottsdale, Arizona 85254 (hereafter, "Assignor"), is the owner and user of certain trade names, trademarks, service marks, and related logos and the user of the domain names shown on the attached Schedule A (the "Marks and Domain Names"), and the owner of certain related registrations shown on the attached Schedule A (the "Registrations");

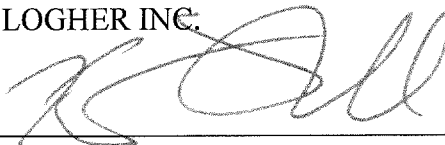
WHEREAS, SHEKNOWS, LLC, an Arizona limited liability company, 14614 North Kierland Boulevard, Suite S150, Scottsdale, Arizona 85254 ("Assignee") is desirous of acquiring ownership of the Marks and Domain Names, the Registrations, and all goodwill of the business applicable thereto; and

WHEREAS, Assignor wishes to transfer such ownership to Assignee, on the terms stated herein.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells and assigns to Assignee, its successors and assigns, Assignor's entire right, title, and interest in and to such Marks and Domain Names and the Registrations, including without limitation the goodwill of the businesses applicable thereto, and all renewals thereof that may be obtained under the laws now or hereafter in force and effect in the United States of America and any other country or countries; and Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks to issue all registrations and renewals resulting therefrom to Assignee.

IN WITNESS WHEREOF, ASSIGNOR, intending to be legally bound, hereunto
sets its hand and seal this 29th day of November, 2016.

BLOGHER INC.

A handwritten signature in black ink, appearing to be "K. Oll", written over a horizontal line.

Name:

The word "SECRETARY" written in all caps in a stylized, handwritten font, positioned above a horizontal line.

Title:

Schedule A

<u>Mark</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
BLOG HER	U.S.	3212657	Feb-27-2007
BLOGHER	U.S.	3512074	Oct-07-2008
BLOGHER	U.S.	3512075	Oct-07-2008
Blogher Design Logo	U.S.	3512076	Oct-07-2008
Blogher Design Logo	U.S.	3512077	Oct-07-2008
LIFE WELL SAID	U.S.	4013127	Aug-16-2011
LIFE WELL SAID	U.S.	3926726	Mar-01-2011
Woman's Head Design	U.S.	4583578	Aug-12-2014
Woman's Head Design	U.S.	4568238	Jul-15-2014
BLOG HER	Australia	1394001	Nov-09-2011
BLOGHER	Australia	1433301	May-10-2012
BLOGHER	Canada	TMA921575	Nov-27-2015
BLOGHER	United Kingdom	2585654	Apr-06-2012
<u>Domain Name</u>			
blogher.com.au			
blogher.net.au			