

900401018 04/04/2017

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

04/04/2017
900401018

ETAS ID: TM422320

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
POPSUGAR INC.		04/03/2017	Corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	SILICON VALLEY BANK
Street Address:	3003 TASMAN DRIVE
City:	SANTA CLARA
State/Country:	CALIFORNIA
Postal Code:	95054
Entity Type:	Corporation: CALIFORNIA

DELAWARE

PL

PROPERTY NUMBERS Total: 32

Property Type	Number	Word Mark
Serial Number:	87274938	POPSUGAR
Serial Number:	87093306	ONE SNAP CHECKOUT
Serial Number:	87021468	EMOTICODE
Serial Number:	87050899	LINKS IN A SNAP
Registration Number:	5049913	POPDOCS
Serial Number:	87062708	GLOW BY POPSUGAR
Serial Number:	87010902	POWER YOUR HAPPY
Serial Number:	86402415	TRENDRANK
Registration Number:	5061895	GET THE DISH
Registration Number:	5060484	KNOCK KNOCK WITH RACHEL ANTONOFF
Registration Number:	5049114	EAT THE TREND
Registration Number:	5049113	WE SPY STYLE
Serial Number:	86539675	#POPBOOKS
Serial Number:	86550222	POPSTOCK
Serial Number:	86909997	CLASS FITSUGAR
Serial Number:	86723472	SHOPSTYLE SPOTLIGHT
Registration Number:	4957367	SHOPSTYLE COLLECTIVE
Registration Number:	4925938	POPSUGAR MOMMY'S HELPER
Serial Number:	86658851	POWER YOUR HAPPY

CH \$815.00 87274938

Property Type	Number	Word Mark
Registration Number:	4892173	POPSUGAR WEDDINGS
Registration Number:	4890389	FAVE BY SHOPSTYLE
Registration Number:	4853967	POPSUGAR
Registration Number:	4844130	POPSUGAR
Registration Number:	4805483	FIND YOUR HAPPY
Registration Number:	4767797	POPSUGAR
Registration Number:	4759418	POPSUGAR
Registration Number:	4759416	POPSUGAR
Registration Number:	4759410	POPSUGAR
Registration Number:	4759409	POPSUGAR
Registration Number:	4759408	POPSUGAR
Registration Number:	4756061	LET'S GO SHOP!
Registration Number:	4747805	POPSUGAR

CORRESPONDENCE DATA

Fax Number: 4048853900

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.

Phone: 4048853868

Email: rusty.close@troutmansanders.com

Correspondent Name: CHRISTOPHER CLOSE

Address Line 1: TROUTMAN SANDERS LLP

Address Line 2: 600 PEACHTREE STREET NE, SUITE 5200

Address Line 4: ATLANTA, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	220763.001556
NAME OF SUBMITTER:	Christopher Close
SIGNATURE:	/Christopher Close/
DATE SIGNED:	04/04/2017

Total Attachments: 9

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ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT

This **ADDENDUM TO INTELLECTUAL PROPERTY SECURITY AGREEMENT** (the "**Addendum**") is executed pursuant to, and is an addendum to, that certain Intellectual Property Security Agreement dated as of April 2, 2014, by and between SILICON VALLEY BANK, a California corporation ("**Assignee**"), and POPSUGAR INC., a Delaware corporation ("**Assignor**"). This Addendum is presented for recordation as constructive notice that Assignor, the owner of the intellectual property identified in the exhibits attached hereto, has granted to Assignee a security interest in the intellectual property, and the exclusive rights comprised in the intellectual property, to secure payment of a debt.

IN WITNESS WHEREOF, Assignor has executed this Addendum as of March ~~31~~ 2017.

April 3

POPSUGAR INC.

By: 

Name: Brian Sugar
Title: CEO

EXHIBIT A

Copyrights

Description	Registration Number	Application Number
None		

EXHIBIT B

Patents

Description	Application Number	Registration Number
Computer Database Access System and Method for Categorizing by Style Ranking	15/001,142 (01/19/2016)	

EXHIBIT C

Trademarks

Description	Serial Number	Registration Number
POPSUGAR	87/274,938 (12/20/2016)	
ONE SNAP CHECKOUT	87/093,306 (07/05/2016)	
EMOTICODE	87/021,468 (05/02/2016)	
LINKS IN A SNAP	87/050,899 (05/26/2016)	
POPDOCS		5,049,913 (09/27/2016)
GLOW BY POPSUGAR	87/062,708 (06/07/2016)	
POWER YOUR HAPPY	87/010,902 (04/22/2016)	

Description	Serial Number	Registration Number
TRENDRANK	86/402,415 (09/22/2014)	
GET THE DISH		5,061,895 (10/18/2016)
KNOCK KNOCK WITH RACHEL ANTONOFF		5,060,484 (10/11/2016)
EAT THE TREND		5,049,114 (09/27/2016)
WE SPY STYLE		5,049,113 (09/27/2016)
#POPBOOKS	86/539,675 (02/19/2015)	
POPSTOCK	86/550,222 (03/02/2015)	
CLASS FITSUGAR	86/909,997 (02/17/2016)	

Description	Serial Number	Registration Number
SHOPSTYLE SPOTLIGHT	86/723,472 (08/13/2015)	
SHOPSTYLE COLLECTIVE		4,957,367 (05/10/2016)
POPSUGAR MOMMY'S HELPER		4,925,938 (03/29/2016)
POWER YOUR HAPPY	86/658,851 (06/11/2015)	
POPSUGAR WEDDINGS		4,892,173 (01/26/2016)
FAVE BY SHOPSTYLE		4,890,389 (01/19/2016)
POPSUGAR		4,853,967 (11/17/2015)
POPSUGAR		4,844,130 (11/03/2015)

Description	Serial Number	Registration Number
FIND YOUR HAPPY		4,805,483 (09/01/2015)
POPSUGAR		4,767,797 (07/07/2015)
POPSUGAR		4,759,418 (06/23/2015)
POPSUGAR		4,759,416 (06/23/2015)
POPSUGAR		4,759,410 (06/23/2015)
POPSUGAR		4,759,409 (06/23/2015)
POPSUGAR		4,759,408 (06/23/2015)
LET'S GO SHOP!		4,756,061 (06/16/2015)

Description	Serial Number	Registration Number
POPSUGAR		4,747,805 (06/02/2015)

EXHIBIT D

Mask Works

Description	Application	Registration
None		

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