

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM428013

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Silicon Valley Bank		05/10/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Everyday Health, Inc.		
<b>Street Address:</b>	345 Hudson Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	Everyday Health Media, LLC		
<b>Street Address:</b>	345 Hudson Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>Name:</b>	Medpage Today, LLC		
<b>Street Address:</b>	345 Hudson Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Limited Liability Company: NEW JERSEY		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85642927	THE HAUTE LIST	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	5854198813		
<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>	585.419.8663		
<b>Email:</b>	trademarks@harrisbeach.com		

CH \$40.00 85642927

**Correspondent Name:** Neal L. Slifkin, Esq.  
**Address Line 1:** Harris Beach PLLC, 99 Garnsey Road  
**Address Line 4:** Pittsford, NEW YORK 14534

**ATTORNEY DOCKET NUMBER:** 248785

**NAME OF SUBMITTER:** Melanie L. Lavacca

**SIGNATURE:** /Melanie L. Lavacca/

**DATE SIGNED:** 05/18/2017

**Total Attachments: 11**

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## RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

This RELEASE OF TRADEMARK SECURITY INTEREST (“**Release**”) is made and effective May 10, 2017 and granted by SILICON VALLEY BANK, a California corporation (“**Bank**” and, in its capacity as administrative agent, “**Assignee**”) to EVERYDAY HEALTH, INC., a Delaware corporation, EVERYDAY HEALTH MEDIA, LLC, a Delaware limited liability company, and MEDPAGE TODAY, L.L.C., a New Jersey limited liability company (each a “**Grantor**” and, collectively, the “**Grantors**”).

WHEREAS, pursuant to a certain Subordinated Loan and Security Agreement by and among Assignee, Silber Lake Waterman Fund, L.P., any other lenders listed on Schedule 1 thereto (the “**Lenders**”) and the Grantors, each Grantor agreed to grant to Assignee, in Assignee’s capacity as administrative agent under such Subordinated Loan and Security Agreement, for the ratable benefit of all Lenders, a security interest in all of its Copyrights, Trademarks, Patents, and Mask Works (as each term is described below) to secure the obligations of Grantor under the Loan Agreement pursuant to the terms of certain Intellectual Property Security Agreements, dated October 22, 2012, by and between Assignee and the Grantors (collectively, the “**IP Security Agreements**”);

WHEREAS, the IP Security Agreements were recorded with the United States Patent and Trademark Office at Reel 4887, Frame 0956 (trademarks); Reel 4887, Frame 0884 (trademarks); and Reel 4887, Frame 0596 (trademarks) on October 24, 2012; and Reel 029188, Frame 0125 (patents); and Reel 029187, Frame 0960 (patents) on October 24, 2012; and

WHEREAS, the Grantors have requested that Assignee enter into this Release in order to effectuate, evidence, and record the release and reassignment to the Grantors of any and all right, title, and interest Assignee and any lenders or secured parties it represents may have in the IP Collateral (as defined below) pursuant to the IP Security Agreements;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignee hereby states as follows:

**1. Release of Security Interest.** Assignee, on behalf of itself and the lenders for which it serves as administrative agent pursuant to the Credit Agreement and Guarantee and Collateral Agreement, their successors, legal representatives, and assigns, hereby terminates the IP Security Agreements and terminates, releases, and discharges any and all security interests that it has pursuant to the IP Security Agreements in any and all right, title, and interest of the Grantor, and reassigns to the Grantor any and all right, title, and interest that it may have, in, to, and under the following (collectively, the “**IP Collateral**”):

(a) any and all copyrights, copyright applications, and registrations, and like protections in each work of authorship, whether registered or unregistered and whether published or unpublished, including the copyright registrations and applications set forth in **EXHIBIT A** hereto, and all extensions and renewals thereof (“**Copyrights**”);

(b) any and all patents, patent applications, and other patent rights and any other governmental authority-issued indicia of invention ownership, including the patents and

patent applications listed in **EXHIBIT B** hereto, and all reissues, divisions, continuations, continuations-in-part, renewals, extensions, and reexaminations thereof and amendments thereto (the "**Patents**");

(c) any and all trademarks, service marks, trade names, brand names, logos, trade dress, design rights, and other similar designations of source, whether registered or unregistered, including the trademark registrations and applications set forth in **EXHIBIT C** hereto, together with the goodwill connected with the use thereof and symbolized thereby and all extensions and renewals thereof ("**Trademarks**");

(d) all mask works or similar rights available for the protection of semiconductor chips, now owned or hereafter acquired, including those set forth on **EXHIBIT D** attached hereto (collectively, the "**Mask Works**");

(e) all rights of any kind whatsoever of such Grantor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world;

(f) any and all license and other agreements in which any Grantor has granted or is granted a license or other right under any Patent, Trademark, Copyright, or Mask Work;

(g) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and

(h) any and all claims and causes of action with respect to any of the foregoing, whether occurring before, on or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present and future infringement, dilution, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

**2. Applicable Law.** THIS RELEASE AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND INTERPRETED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK.

[Signature page follows.]

*Signature Page to Release of Intellectual Property Security Interest relating to that certain  
Intellectual Property Security Agreements dated October 22, 2012 that was made by  
EVERYDAY HEALTH, INC., EVERYDAY HEALTH MEDIA, LLC, and MEDPAGE  
TODAY, L.L.C. in favor of SILICON VALLEY BANK, as Administrative Agent*

IN WITNESS WHEREOF, the undersigned has caused this Release to be duly executed  
and delivered by its officer thereunto duly authorized as of the date first above written.

**SILICON VALLEY BANK,**  
as Administrative Agent

By: 

Name: Tom Caramanico

Title: Vice President

Address for Notices:

275 Grove St., 2-200

Newton, MA 02466

**TRADEMARK**

**REEL: 006062 FRAME: 0167**

**EXHIBIT A**

**Copyrights**

EXHIBIT A

Copyrights

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

*None.*

**EXHIBIT B**

**Patents**



Everyday Health Media, LLC  
 Patent Schedule

Title	App. No. or Pat. No	App. Date or Issue Date	Owner
INTERACTIVE STREAMING TICKER	7,092,939	8/15/2006	Wondir General, Inc
INTERACTIVE STREAMING TICKER	7,584,180	9/21/2009	Wondir General, Inc
SYSTEM FACILITATING COMMUNICATIONS AND FINANCIAL CONTRIBUTIONS INVOLVING FACILITIES AND RESIDENTS THEREOF	10/551,609	7/24/2006	Carepages, Inc.

**EXHIBIT C**

**Trademarks**

Equal, Inc.  
Trademark Schedule

Mark	App. No. or Reg. No.	App. Date or Reg. Date	Record Owner
12 IN 12	Reg. No. 3494904	Registered 9/2/08	Equal, Inc.
BEAUTY VLOGGER BOOT CAMP	App. No. 85572378	Filed 3/17/12	Equal, Inc.
E HAUTE LIST	App. No. 85572379	Filed 3/17/12	Equal, Inc.
EQAL	Reg. No. 3624099	Registered 5/19/09	Equal, Inc.
KATEMODERN	Reg. No. 3521526	Registered 10/21/08	Equal, Inc.
LG15	Reg. No. 3470586	Registered 7/22/08	Equal, Inc.
LONELYGIRL15	Reg. No. 3338362	Registered 11/20/07	Equal, Inc.
THE HAUTE LIST	App. No. 85642927	Filed 6/4/12	Equal, Inc.
THE SHOW IS EVERYWHERE	Reg. No. 3549963	Registered 12/23/08	Equal, Inc.
U LOOK HAUTE	App. No. 85572377	Filed 3/17/12	Equal, Inc.

**EXHIBIT D**

**Mask Works**

EXHIBIT D

Mask Works

Description

Registration/  
Application  
Number

Registration/  
Application  
Date

*None.*