

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM464864

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE OF SECURITY INTEREST

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Ally Bank		03/06/2018	Corporation: UTAH

## RECEIVING PARTY DATA

<b>Name:</b>	BlogHer Inc.
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	SheKnows Media Holdings, Inc.
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Corporation: DELAWARE
<b>Name:</b>	SheKnows, LLC
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Limited Liability Company: ARIZONA
<b>Name:</b>	StyleCaster, Inc.
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Corporation: DELAWARE

TRADEMARK

<b>Name:</b>	StyleCaster Media Group, LLC
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Limited Liability Company: DELAWARE
<b>Name:</b>	Women United Online, LLC
<b>Street Address:</b>	11175 Santa Monica Blvd.
<b>Internal Address:</b>	c/o SK Media Group, LLC
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90025
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA

**PROPERTY NUMBERS Total: 9**

Property Type	Number	Word Mark
Registration Number:	3512074	BLOGHER
Registration Number:	3512075	BLOGHER
Registration Number:	3512076	
Registration Number:	3512077	
Registration Number:	3926726	LIFE WELL SAID
Registration Number:	4013127	LIFE WELL SAID
Registration Number:	3212657	BLOG HER
Registration Number:	4583578	
Registration Number:	4568238	

**CORRESPONDENCE DATA**

**Fax Number:** 3102030567

*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:** 310-203-8080

**Email:** trademarkdocket@jmbm.com

**Correspondent Name:** David Ma

**Address Line 1:** Jeffer Mangels Butler & Mitchell LLP

**Address Line 2:** 1900 Avenue of the Stars, 7th Floor

**Address Line 4:** Los Angeles, CALIFORNIA 90067

**ATTORNEY DOCKET NUMBER:** 65205-0011

**NAME OF SUBMITTER:** David Ma

**SIGNATURE:** /david ma/

<b>DATE SIGNED:</b>	03/08/2018
<b>Total Attachments: 2</b> source=Acknowledgement of Termination of IP Security Agreement re IP Agreement recorded at Reel 5701 Frame 0741#page1.tif source=Acknowledgement of Termination of IP Security Agreement re IP Agreement recorded at Reel 5701 Frame 0741#page2.tif	

ACKNOWLEDGMENT OF TERMINATION  
OF INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Acknowledgment of Termination of Intellectual Property Security Agreement is made with reference to the Intellectual Property Security Agreement dated December 23, 2015 by and between SheKnows Media Holdings, Inc., SheKnows, LLC, BlogHer Inc., StyleCaster, Inc., StyleCaster Media Group, LLC and Women United Online, LLC (jointly and severally, "Grantor") as assignor and Ally Bank ("Bank") as assignee (the "IP Agreement").

The IP Agreement was recorded in the United States Patent and Trademark Office on January 5, 2016, Reel 5701 at Frame 0741, with respect to the trademarks set forth on Exhibit A hereto (the "Trademarks").

Bank hereby acknowledges and agrees that the IP Agreement has been terminated and that all of the rights and interests of Bank thereunder have been terminated, including, without limitation, all of the rights and interests of Bank in and to the Trademarks.

Bank does hereby further authorize and consent that this Acknowledgment of Termination may be recorded and indexed by the Commissioner of Patents and Trademarks.

Dated: March 6, 2018

ALLY BANK

By: 

Name: Melseda Hoxha

Title: Authorized Signatory

Exhibit A

Trademarks

<u>SERIAL NUMBER/ REGISTRATION NUMBER</u>	<u>FILING DATE</u>	<u>MARK</u>
77415552	03/06/08	BLOGHER
3512074	10/07/08	
77415561	03/06/08	BLOGHER
3512075	10/07/08	
77415568	03/06/08	BLOGHER DESIGN LOGO
3512076	10/07/08	
77415573	03/06/08	BLOGHER DESIGN LOGO
3512077	10/07/08	
77898663	12/21/09	LIFE WELL SAID
3926726	03/01/11	
77898665	12/21/09	LIFE WELL SAID
4013127	08/16/11	
78750265	11/09/05	BLOG HER
3212657	02/27/07	
86141816	12/12/13	WOMAN'S HEAD DESIGN IN BW
4583578	08/12/14	
86141824	12/12/13	WOMAN'S HEAD DESIGN IN COLOR
4568238	07/15/14	