

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

ETAS ID: TM464870

<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>
Ally Bank		03/06/2018	Corporation: UTAH
<b>RECEIVING PARTY DATA</b>			
<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>	SheKnows Media Holdings, Inc.		
<b>Street Address:</b>	111		
<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>	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		

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<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
<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: 5**

Property Type	Number	Word Mark
<b>Registration Number:</b>	3734636	STYLECASTER
<b>Registration Number:</b>	3905054	BEAUTY BLOGGERATI
<b>Registration Number:</b>	3986667	MASTHEAD
<b>Registration Number:</b>	3681423	STYLECASTER
<b>Registration Number:</b>	3992569	SC

**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

<b>ATTORNEY DOCKET NUMBER:</b>	65205.0011
<b>NAME OF SUBMITTER:</b>	David Ma
<b>SIGNATURE:</b>	/david ma/
<b>DATE SIGNED:</b>	03/08/2018

**Total Attachments: 2**

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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 0761, 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>
77187919	05/23/07	STYLECASTER
3734636	01/05/10	
77736328	05/13/09	BEAUTY BLOGGERATI
3905054	01/11/11	
77948033	03/02/10	MASTHEAD
3986667	06/28/11	
77977440	05/23/07	STYLECASTER
3681423	09/08/09	
85123022	09/03/10	SC
3992569	07/12/11	