

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM467232

|                                   |  |                       |                                       |
|-----------------------------------|--|-----------------------|---------------------------------------|
| <b>SUBMISSION TYPE:</b>           | NEW ASSIGNMENT                                     |                       |                                       |
| <b>NATURE OF CONVEYANCE:</b>      | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                                       |
| <b>CONVEYING PARTY DATA</b>       |  |                       |                                       |
| <b>Name</b>                       | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>                    |
| SheKnows, LLC                     |  | 03/06/2018            | Limited Liability Company:<br>ARIZONA |
| <b>RECEIVING PARTY DATA</b>       |  |                       |                                       |
| <b>Name:</b>                      | SK Media Group, LLC                                |                       |                                       |
| <b>Street Address:</b>            | 11175 Santa Monica Blvd.                           |                       |                                       |
| <b>City:</b>                      | Santa Monica                                       |                       |                                       |
| <b>State/Country:</b>             | CALIFORNIA   |                       |                                       |
| <b>Postal Code:</b>               | 90025  |                       |                                       |
| <b>Entity Type:</b>               | Limited Liability Company: DELAWARE                |                       |                                       |
| <b>PROPERTY NUMBERS Total: 21</b> |  |                       |                                       |
| <b>Property Type</b>              | <b>Number</b>                                      | <b>Word Mark</b>      |                                       |
| <b>Serial Number:</b>             | 86932559   | FEMVERTISING          |                                       |
| <b>Serial Number:</b>             | 86931610   | #FEMVERTISING         |                                       |
| <b>Registration Number:</b>       | 3512074  | BLOGHER               |                                       |
| <b>Registration Number:</b>       | 3512075  | BLOGHER               |                                       |
| <b>Serial Number:</b>             | 87253978   | BLOGHER               |                                       |
| <b>Serial Number:</b>             | 86932804   | EXPERTS AMONG US      |                                       |
| <b>Serial Number:</b>             | 78042788   | GEOPARENT             |                                       |
| <b>Serial Number:</b>             | 86038880   | HELLOFLO              |                                       |
| <b>Serial Number:</b>             | 85740725   | HELLOFLO              |                                       |
| <b>Serial Number:</b>             | 77898665   | LIFE WELL SAID        |                                       |
| <b>Serial Number:</b>             | 78732693   | SHEKNOWS              |                                       |
| <b>Serial Number:</b>             | 78388803   | SHEKNOWS              |                                       |
| <b>Serial Number:</b>             | 77202541   | SHEKNOWS.COM          |                                       |
| <b>Serial Number:</b>             | 86896111   | SHEKNOWS MEDIA        |                                       |
| <b>Serial Number:</b>             | 86895936   | SHEKNOWS MEDIA        |                                       |
| <b>Serial Number:</b>             | 77202592   | SK                    |                                       |
| <b>Serial Number:</b>             | 77977440   | STYLECASTER           |                                       |
| <b>Registration Number:</b>       | 4568238  |                       |                                       |
| <b>Serial Number:</b>             | 86141816   |                       |                                       |

OP \$540.00 86932559

TRADEMARK

| Property Type  | Number   | Word Mark |
|----------------|----------|-----------|
| Serial Number: | 77415573 |           |
| Serial Number: | 77415568 |           |

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:** jordan.lavine@flastergreenberg.com

**Correspondent Name:** Jordan A. LaVine

**Address Line 1:** 1835 Market Street, Suite 1050

**Address Line 4:** Philadelphia, PENNSYLVANIA 19103

|                           |                 |
|---------------------------|-----------------|
| <b>NAME OF SUBMITTER:</b> | Jordan LaVine   |
| <b>SIGNATURE:</b>         | /jordan lavine/ |
| <b>DATE SIGNED:</b>       | 03/27/2018      |

**Total Attachments: 4**

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## **INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT**

This INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "Assignment"), dated as of March 6, 2018, is made by SheKnows, LLC, an Arizona limited liability company ("Assignor"), in favor of SK Media Group, LLC, a Delaware limited liability company ("Assignee"), and together with Assignor, the "Parties").

WHEREAS, Assignor desires to transfer all of its assets and liabilities to Assignee, including its intellectual property (the "Asset Transfer"), and Assignor has agreed to execute and deliver this Assignment, for recording with governmental authorities including, but not limited to, the U.S. Patent and Trademark Office).

NOW THEREFORE, the Parties agree as follows:

1. **Trademark Assignment.** In consideration for the execution of the Asset Transfer and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers and assigns to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest in and to the following (the "Assigned Trademarks"), together with the goodwill of the business connected with the use of, and symbolized by, the Assigned Trademarks:

(a) the trademark registrations and trademark applications set forth on Schedule I hereto and all issuances, extensions and renewals thereof;

(b) any and all claims and causes of action, with respect to any of the foregoing, whether accruing before, on and/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; and

(c) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions and otherwise throughout the world.

2. **Recordation and Further Actions.** Assignor authorizes the Commissioner for Trademarks and any other governmental officials to record and register this Assignment upon request by Assignee. At any time, and from time to time following the date hereof, each Party shall upon the other Party's reasonable request and at such other Party's expense, take any and all actions and execute, acknowledge and deliver to the requesting party any and all further instruments and assurances necessary or expedient in order to effect the terms and provisions of this Assignment.

3. **Counterparts.** This Assignment may be executed in any number of counterparts, each of which when so executed shall constitute an original copy hereof, but all of which together shall constitute one agreement. The Parties agree that the delivery of this Assignment by facsimile or e-mailed .pdf files of scanned copies bearing their respective signatures shall be sufficient and binding upon them as if such document were delivered with original signatures.

4. **Successors and Assigns.** This Assignment shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns.

5. **Governing Law.** This Assignment and any claim, controversy, dispute or cause of action (whether in contract, tort or otherwise) based upon, arising out of or relating to this Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of New York, without giving effect to any choice or conflict of law provision or rule (whether of the State of New York or any other jurisdiction).

\* \* \* \* \*

IN WITNESS WHEREOF, each of Assignor and Assignee has caused this Assignment to be executed as of the date first above written.

SHEKNOWS, LLC

SK MEDIA GROUP, LLC

By: Franklin Vincent  
Franklin Vincent (b)(6), 201261  
Name: Franklin Vincent  
Title: CFO

By: Todd Greene  
Name: Todd Greene  
Title: EVP Business Affairs

**SCHEDULE I****ASSIGNED TRADEMARK REGISTRATIONS AND APPLICATIONS**

| <i>Mark</i>              | <i>Country</i> | <i>Status</i> | <i>Application No.</i> | <i>Registration No.</i> |
|--------------------------|----------------|---------------|------------------------|-------------------------|
| FEMVERTISING             | U.S.           | Pending       | 86/932559              |                         |
| #FEMVERTISING            | U.S.           | Pending       | 86/931610              |                         |
| BLOGHER                  | U.S.           | Registered    | 77/415552              | 3512074                 |
| BLOGHER                  | U.S.           | Registered    | 77/415561              | 3512075                 |
| BLOGHER & DESIGN         | U.S.           | Registered    | 87/253978              | 5250008                 |
| EXPERTS AMONG US         | U.S.           | Registered    | 86/932804              | 5159136                 |
| GEOPARENT                | U.S.           | Registered    | 78/042788              | 2576288                 |
| HELLO FLO & DESIGN       | U.S.           | Registered    | 86/038880              | 4520950                 |
| HELLOFLO                 | U.S.           | Registered    | 85/740725              | 4338616                 |
| LIFE WELL SAID           | U.S.           | Registered    | 77/898665              | 4013127                 |
| SHEKNOWS                 | U.S.           | Registered    | 78/732693              | 3331594                 |
| SHEKNOWS                 | U.S.           | Registered    | 78/388803              | 3150459                 |
| SHEKNOWS.COM             | U.S.           | Registered    | 77/202541              | 3738548                 |
| SHEKNOWS MEDIA           | U.S.           | Registered    | 86/896111              | 5058150                 |
| SHEKNOWS MEDIA & DESIGN  | U.S.           | Registered    | 86/895936              | 5058146                 |
| SK & DESIGN              | U.S.           | Registered    | 77/202592              | 3738550                 |
| STYLECASTER              | U.S.           | Registered    | 77/977440              | 3681423                 |
| LADIES HEAD COLOR LOGO   | U.S.           | Registered    | 86/141824              | 4568238                 |
| LADIES HEAD DESIGN (B/W) | U.S.           | Registered    | 86/141816              | 4583578                 |
| GEOMETRIC HUMAN LOGO     | U.S.           | Registered    | 77/415573              | 3512077                 |

|                      |      |            |           |         |
|----------------------|------|------------|-----------|---------|
| GEOMETRIC HUMAN LOGO | U.S. | Registered | 77/415568 | 3512076 |
|----------------------|------|------------|-----------|---------|