

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM494631

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
SK Media Group, LLC		10/11/2018	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SheMedia, LLC		
<b>Street Address:</b>	11175 Santa Monica Blvd.		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90025		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88111794	SHE MEDIA	
<b>Registration Number:</b>	5250008	BLOGHER	
<b>Registration Number:</b>	5477346	FEMVERTISING	
<b>Registration Number:</b>	5159136	EXPERTS AMONG US	
<b>Registration Number:</b>	5477345	#FEMVERTISING	
<b>Registration Number:</b>	5058146	SHEKNOWS MEDIA	
<b>Registration Number:</b>	5058150	SHEKNOWS MEDIA	
<b>Registration Number:</b>	4583578		
<b>Registration Number:</b>	4568238		
<b>Registration Number:</b>	4520950	HELLOFLO	
<b>Registration Number:</b>	4338616	HELLOFLO	
<b>Registration Number:</b>	4013127	LIFE WELL SAID	
<b>Registration Number:</b>	3512074	BLOGHER	
<b>Registration Number:</b>	3512075	BLOGHER	
<b>Registration Number:</b>	3512076		
<b>Registration Number:</b>	3512077		
<b>Registration Number:</b>	3738548	SHEKNOWS.COM	
<b>Registration Number:</b>	3738550	SK	
<b>Registration Number:</b>	3681423	STYLECASTER	

OP \$565.00 88111794

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	3331594	SHEKNOWS
Registration Number:	3150459	SHEKNOWS
Registration Number:	2576288	GEPARENT

**CORRESPONDENCE DATA**

**Fax Number:** 215.279.93  
*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:** 215.279.9389  
**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>	10/19/2018

**Total Attachments: 1**  
source=SK Media Group to SheMedia Name Change\_Oct2018#page1.tif

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: SK Media Group, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The First Article thereof is changed so that as amended it reads as follows: "First: The name of the limited liability company is SheMedia, LLC"

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11th day of October, A.D. 2018.

By: \_\_\_\_\_

Authorized Person(s)

Name: Todd Greene

Print or Type