

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM528882

<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>
Advance Magazine Publishers Inc.		05/15/2019	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	About, Inc.		
<b>Street Address:</b>	1500 Broadway		
<b>Internal Address:</b>	6th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85114173	BRIDES	
<b>Serial Number:</b>	85698575	BRIDES	
<b>Serial Number:</b>	87563941	BRIDES	
<b>Serial Number:</b>	73823216	BRIDE'S	
<b>Serial Number:</b>	75578902	BRIDE'S	
<b>Serial Number:</b>	77715500	BRIDES	
<b>Serial Number:</b>	86218658	BRIDES	
<b>Serial Number:</b>	71375828	BRIDE'S	
<b>Serial Number:</b>	86019855	BRIDES BEST BETS	
<b>Serial Number:</b>	85722248	BRIDES LIVE WEDDING	
<b>Serial Number:</b>	86270154	BRIDES LIVE: MILLION DOLLAR WEDDING	
<b>Serial Number:</b>	86019856	BRIDES MUST-HAVE DEALS	
<b>Serial Number:</b>	85564377	BRIDES NETWORK	
<b>Serial Number:</b>	77072344	BRIDES.COM	
<b>Serial Number:</b>	86648768	IN LOVE BY BRIDES	
<b>Serial Number:</b>	86493160	IN LOVE BY BRIDES	
<b>CORRESPONDENCE DATA</b>			
<b>TRADEMARK</b>			

**Fax Number:** 2125894201

***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:** 212-589-4200

**Email:** bhipdocket@bakerlaw.com

**Correspondent Name:** Gerald J. Ferguson

**Address Line 1:** 45 Rockefeller Plaza

**Address Line 4:** New York, NEW YORK 10111

<b>ATTORNEY DOCKET NUMBER:</b>	047611.001119
--------------------------------	---------------

<b>NAME OF SUBMITTER:</b>	Gerald J. Ferguson
---------------------------	--------------------

<b>SIGNATURE:</b>	/Gerald J. Ferguson/
-------------------	----------------------

<b>DATE SIGNED:</b>	06/24/2019
---------------------	------------

**Total Attachments: 8**

source=BRIDES Assignment of Advance TMs 2019-05-15#page1.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page2.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page3.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page4.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page5.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page6.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page7.tif  
source=BRIDES Assignment of Advance TMs 2019-05-15#page8.tif

**INTELLECTUAL PROPERTY INSTRUMENT OF ASSIGNMENT**

This Intellectual Property Instrument of Assignment dated as of May 15, 2019 (this "Assignment"), is made by Advance Magazine Publishers Inc., a New York corporation ("Assignor"), in favor of About, Inc., a Delaware corporation ("Assignee"). Capitalized terms used and not otherwise defined herein shall have the meanings assigned to such terms in the Purchase Agreement (as defined below).

WHEREAS, Assignee, Assignor and The Condé Nast Publications Limited, an indirect wholly owned Subsidiary of Assignor ("CNP"), have entered into that certain Asset Purchase Agreement (the "Purchase Agreement"), dated as of the date hereof, pursuant to which, among other things, Assignor has agreed to sell, transfer and assign to Assignee the Brides Owned IP, including the trademarks and service marks set forth on Schedule A hereto (the "Assigned Marks"), in accordance with the Purchase Agreement.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and agrees as follows:

1. Assignor hereby assigns to Assignee: (a) each of the Assigned Marks and all applications and registrations relating thereto; (b) the goodwill of the business symbolized by the Assigned Marks; and (c) the right to bring actions and recover damages for infringement, dilution and misappropriation thereof and other interests therein, in each case, in accordance with the Purchase Agreement.

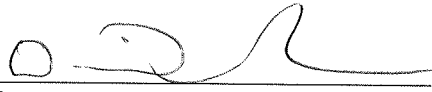
2. This Assignment is subject in all respects to the terms and conditions of the Purchase Agreement and is given to further evidence (and give immediate effect to) the transfers and assignments contemplated by the Purchase Agreement upon the terms and conditions specified therein. Nothing contained in this Assignment shall be deemed to in any way supersede, modify, replace, amend, change, rescind, waive, exceed, expand, reduce, enlarge or in any way affect the provisions, including warranties, covenants, agreements, conditions, representations or, in general, any of the rights and remedies, and any of the obligations, of Assignee, Assignor or CNP set forth in the Purchase Agreement. To the extent any provision of this Assignment is inconsistent with the Purchase Agreement, the provisions of the Purchase Agreement shall control.

3. The terms of Sections 1.2 (Interpretation), 9.3 (Notices), 9.4 (Successors and Assigns; Third Person Beneficiaries), 9.6 (Entire Agreement; Amendments), 9.7 (Partial Invalidity), 9.8 (Waivers), 9.11 (Execution in Counterparts), 9.12(a) (Further Assurances) and 9.13 (Governing Law; Submission to Jurisdiction; Waiver of Jury Trial) of the Purchase Agreement shall apply to this Agreement *mutatis mutandis*.

*[Signature Page Follows]*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly authorized and executed as of the date hereof.

**ADVANCE MAGAZINE PUBLISHERS  
INC.**

By:   
Name: David Geithner  
Title: Vice President

**ABOUT, INC.**

By: \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly authorized and executed as of the date hereof.

ADVANCE MAGAZINE PUBLISHERS  
INC.

By: \_\_\_\_\_  
Name:  
Title:

ABOUT INC  
By:   
Name: Neil Vogel  
Title: Chief Executive Officer

*[Signature Page to Intellectual Property Instrument of Assignment]*

**SCHEDULE A**

*[Signature Page to Intellectual Property Instrument of Assignment]*

**TRADEMARK**  
**REEL: 006676 FRAME: 0368**

CountryName	TrademarkName	OwnerName	AppNumber	RegNumber
United States of America	b by BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	Common Law Mark	Common Law Mark
California	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	114650	211230
Finland	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1199703617	1302823
India	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1302823	1302823
Ireland	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	213626	213626
Israel	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	235782	235782
Korea, Republic of	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	4520146059	55739
Lithuania	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	RL 1191	6682
Mexico	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1315324	1350149
Russian Federation	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	2011/711977	467930
Russian Federation	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	2012711584	488143
Sweden	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	97-10063	331207
Ukraine	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	201107383	166417
United States of America	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	85/114173	4183807
United States of America	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	85/698575	4412394
United States of America	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	87/563841	4412394
Albania	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	ALM9700420	7381
Andorra	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	25765	25765
Aruba	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	980424.26	19157
Azerbaijan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	20051551	N20061168
Bahrain	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	025209	25209
Bangladesh	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	57704	57704
Belarus	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	971634	12011
Belize	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	2001023	102302
Bolivia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	15594	89058-A
Bulgaria	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	90011176N	18731
Canada	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	396700	228332
Canada	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1100295	582615
Chile	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	819641	833478
China (People's Republic)	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	3734564	3734564
China (People's Republic)	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	7326326	7326326
China (People's Republic)	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	31517698	7326326
Colombia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	346634	87780
Costa Rica	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	7685-97	108583
Croatia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	Z-940651 N	Z940651
Cuba	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1944/97	127732
Curacao	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	00888	00888
Czech Republic	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	0-57600/90	168438
Denmark	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1997/04485	199801856
Dominican Republic	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	83523	94433
Ecuador	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	122335	I-0958-99
Egypt	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	11997006317	122335
El Salvador	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	9702151	172 BOOK 74
Estonia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	628941	28371
European Union (Community)	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	628941	628941

CountryName	TrademarkName	OwnerName	AppNumber	RegNumber
France	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	60262	1467420
Georgia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	002450/03	59
Germany	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	DDW61414	653977
Guatemala	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	010608	94464
Guyana	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	16575A	16575A
Honduras	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	1249697	71987
Hong Kong	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	2189/90	1998B13552AA
Hungary	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	1578/1997	130647
Iceland	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	1578/1997	59/1998
India	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	682142	682142
Indonesia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	7533	IDM/000073161
Israel	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	69390	69390
Italy	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	302010901858400	1321102
Japan	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	71172/76	1481846
Jordan	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	52617	52617
Kazakhstan	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	11026	8567
Korea, Republic of	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	401996-34220	447140
Latvia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	M-92-491	M/10076
Lebanon	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	2009-771	151519
Liechtenstein	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	96-00910	15709
Malaysia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	27683	96000910
Malta	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	91514	27683
Mexico	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	192618	192618
Moldova	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	008413	6997
Monaco	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	18976	9718880
Mongolia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	6121	5592
Montenegro	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	Z-856/90	03205PP
Morocco	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	68162	68162
Mozambique	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	1412/99	1412/99
Nicaragua	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	1997-003697	37760
North Macedonia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	970643	07818
Norway	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	978183	212681
Oman	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	65471	65471
Pakistan	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	131762	131762
Panama	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	090432	90432
Paraguay	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	19443	329496
Peru	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	049263	042144
Peru	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	052135	043682
Philippines	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	104744	4-1995-107077
Poland	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	Z-91164	67623
Portugal	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	265925	265925
Qatar	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	53445	53445
Romania	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	21980	17579
Russian Federation	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	122760	93638
Saudi Arabia	BRIDE'S	ADVANCE MAGAZINE PUBLISHERS INC.	66695	643/12



CountryName	TrademarkName	OwnerName	ApplNumber	RegNumber
Serbia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	Z-856/90	35620
Singapore	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	T95/08122	T95/08122
Slovakia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	0-57600/90	168438
Slovenia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	35620	9080856
South Africa	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	97/15088	1997/15088
South Africa	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	97/15087	1997/15087
Spain	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	B115206	2115206
Sri Lanka	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	90099	90099
Suriname	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	15808	15808
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86-046002	825815
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86-046003	816905
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86-046004	822163
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86-044727	115029
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86-04551	104404
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	87019712	120388
Taiwan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	88000342	910271
Thailand	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	294619	KOR52690
Tajikistan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	5007291	TJ7008
Tunisia	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	990176	990176
Turkey	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	34442	99005397
Turkey	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	201434168	201434168
Turkmenistan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	99310083	6573
Ukraine	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	97113492	19313
United Arab Emirates	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	40239	28676
United States of America	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	73/823216	1595325
United States of America	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	75/578902	2340335
Uruguay	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	300140	300140
Uzbekistan	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	9900130.3	9397
Venezuela	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	1996-012957	P201399
Vietnam	BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	24896	21040
China (People's Republic)	BRIDES (BLOCK LETTERS)	ADVANCE MAGAZINE PUBLISHERS INC.	970058487	1210530
China (People's Republic)	BRIDES (CHINESE CHARACTERS)	ADVANCE MAGAZINE PUBLISHERS INC.	3450533	3450533
Canada	BRIDES (LOGO)	ADVANCE MAGAZINE PUBLISHERS INC.	1597327	917618
New Zealand	BRIDES (LOGO)	ADVANCE MAGAZINE PUBLISHERS INC.	809377	809377
United States of America	BRIDES (STYLIZED)	ADVANCE MAGAZINE PUBLISHERS INC.	77/715500	3808202
United States of America	BRIDES (STYLIZED)	ADVANCE MAGAZINE PUBLISHERS INC.	86/218658	4636302
Greece	BRIDES (STYLIZED)	ADVANCE MAGAZINE PUBLISHERS INC.	134643	134643
United States of America	BRIDES (STYLIZED)	ADVANCE MAGAZINE PUBLISHERS INC.	71/375828	340115
Korea, Republic of	BRIDES AND ITS KOREAN TRANSLATION	ADVANCE MAGAZINE PUBLISHERS INC.	97-36075	446069
United States of America	BRIDES BEST BETS	ADVANCE MAGAZINE PUBLISHERS INC.	86/019855	4595594
China (People's Republic)	BRIDES in Chinese Characters (XIN NIANG)	ADVANCE MAGAZINE PUBLISHERS INC.	14115960	14115960
China (People's Republic)	BRIDES in Chinese Characters (XIN NIANG)	ADVANCE MAGAZINE PUBLISHERS INC.	14336869	14336869
China (People's Republic)	BRIDES in Chinese Characters (XIN NIANG)	ADVANCE MAGAZINE PUBLISHERS INC.	14336868	14336868
China (People's Republic)	BRIDES in Chinese Characters (XIN NIANG)	ADVANCE MAGAZINE PUBLISHERS INC.	14336867	14336867
China (People's Republic)	BRIDES in Chinese Characters (XIN NIANG)	ADVANCE MAGAZINE PUBLISHERS INC.	18225045	18225045

CountryName	TrademarkName	OwnerName	AppNumber	RegNumber
United States of America	BRIDES LIVE WEDDING	ADVANCE MAGAZINE PUBLISHERS INC.	85/722248	4377912
United States of America	BRIDES LIVE MILLION DOLLAR WEDDING	ADVANCE MAGAZINE PUBLISHERS INC.	86/270154	4630196
United States of America	BRIDES MUST-HAVE DEALS	ADVANCE MAGAZINE PUBLISHERS INC.	86/019856	4595595
United States of America	BRIDES NETWORK	ADVANCE MAGAZINE PUBLISHERS INC.	85/564377	4515190
United States of America	BRIDES.COM	ADVANCE MAGAZINE PUBLISHERS INC.	77/072344	3387062
China (People's Republic)	ELEGANT BRIDE	ADVANCE MAGAZINE PUBLISHERS INC.	7326319	7326319
United States of America	IN LOVE BY BRIDES	ADVANCE MAGAZINE PUBLISHERS INC.	86/548768	
United States of America	IN LOVE BY BRIDES Design	ADVANCE MAGAZINE PUBLISHERS INC.	86/493160	

TRADEMARK  
REEL: 006676 FRAME: 0372

RECORDED: 06/24/2019