

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM531848

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	Nunc pro tunc assignment effective 03/05/2019, replacing in its entirety the assignment recorded at Reel/Frame 6639/0189, and correcting the effective date from 05/07/2019 to the proper effective date of 03/05/2019
RESUBMIT DOCUMENT ID:	900505539

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
EVERYDAYFAMILY, INC.		07/03/2019	Corporation: NEVADA

RECEIVING PARTY DATA

Name:	HEALTHLINE MEDIA, INC.
Street Address:	660 THIRD STREET
City:	SAN FRANCISCO
State/Country:	CALIFORNIA
Postal Code:	94107
Entity Type:	Corporation: DELAWARE

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Registration Number:	4505811	EVERYDAYFAMILY
Registration Number:	4485751	EVERYDAYFAMILY

CORRESPONDENCE DATA

Fax Number: 4154391500

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: maria.banda@kirkland.com

Correspondent Name: Maria Banda

Address Line 1: Kirkland & Ellis, LLP

Address Line 2: 555 California Street, Suite 2700

Address Line 4: San Francisco, CALIFORNIA 94104

ATTORNEY DOCKET NUMBER:	25733-10
NAME OF SUBMITTER:	Maria Banda
SIGNATURE:	/Maria Banda/
DATE SIGNED:	07/15/2019

Total Attachments: 5

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source=Trademark Assignment Agreement (Amending Original Assignment) - Healthline Media - Executed_(62616593_3)#page1.tif

source=Trademark Assignment Agreement (Amending Original Assignment) - Healthline Media - Executed_(62616593_3)#page2.tif

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM522481

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Everydayfamily, Inc.		05/07/2019	Corporation: NEVADA
RECEIVING PARTY DATA			
Name:	Healthline Media, Inc.		
Street Address:	660 Third Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4505811	EVERYDAYFAMILY	
Registration Number:	4485751	EVERYDAYFAMILY	
CORRESPONDENCE DATA			
Fax Number:			
<i>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.</i>			
Phone:	2149691700		
Email:	GREG.MCCORMACK@TKLAW.COM		
Correspondent Name:	Thompson & Knight LLP		
Address Line 1:	1722 Routh Street		
Address Line 2:	Suite 1500		
Address Line 4:	Dallas, TEXAS 75201		
NAME OF SUBMITTER:	Greg McCormack		
SIGNATURE:	/Greg McCormack/		
DATE SIGNED:	05/07/2019		
Total Attachments: 3			
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SERVICE MARK ASSIGNMENT

THIS SERVICE MARK ASSIGNMENT (this "Agreement") is entered into as of July 3, 2019 (the "Effective Date"), by and between EverydayFamily, Inc., a Nevada corporation ("Assignor"), and Healthline Media, Inc., a Delaware corporation ("Assignee"). Each of Assignor and Assignee are referred to herein as a "Party" and collectively as the "Parties".

WHEREAS, on April 17, 2018, Assignee purchased 100% of the equity of Assignor pursuant to that certain Stock Purchase Agreement of even date therewith; and

WHEREAS Parties subsequently agreed that the Assignor entity would be liquidated and voluntarily dissolved, and that Assignor would assign to Assignee all of its Intellectual Property Rights prior to dissolution of Assignor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties each agree as follows:

1. DEFINITIONS.

Whenever used in this Agreement, the following terms and phrases have the following respective meanings:

"Intellectual Property Rights" means all of the following, in any jurisdiction in the world:

(i) patents, patent applications, patent disclosures, inventions, industrial designs (including utility models, designs, and industrial property) and registrations and applications for registration of industrial design rights, (ii) Internet domain names, trademarks, service marks, trade dress, trade names, logos, corporate names, and other indicia of source and all registrations, renewals and applications for registration thereof together with all of the goodwill associated therewith, (iii) copyrights (registered or unregistered) and all works of authorship (whether or not copyrightable), and registrations, renewals and applications for registration thereof, (iv) mask works and registrations and applications for registration thereof, (v) software (including in source code, executable code, and object code form), data, data bases, and collections of data, (vi) trade secrets and other confidential information (including ideas, formulas, algorithms, layouts, designs, compositions, recipes, inventions (whether patentable or unpatentable and whether or not reduced to practice), know-how, manufacturing and production processes and techniques, research and development information, drawings, specifications, designs, plans, proposals, technical data, financial and marketing plans and customer and supplier lists and information), (vii) moral rights, (viii) rights of privacy and publicity, and (ix) copies and tangible embodiments thereof (in whatever form or medium).

2. ASSIGNMENT. Effective *nunc pro tunc* as of March 5, 2019, Assignor hereby irrevocably sells, conveys, assigns, transfers, and delivers to Assignee, and Assignee hereby accepts, all of Assignor's right, title and interest, in and to the service marks listed in Schedule A hereto, including damages and payments for past, present or future infringements or misappropriations thereof, the right to sue and recover for past, present, or future infringements or misappropriations thereof and any and all corresponding rights that, now or hereafter, may be secured throughout the world, including rights to register, prosecute, maintain or record any of the

foregoing, and all copies and tangible embodiments of any such rights (in whatever form or medium), for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Agreement had not been made (collectively, the "Transferred Marks").

2. FURTHER ASSURANCES. Assignor shall cooperate with Assignee in any action Assignee reasonably requests that Assignor take in order to effectuate, carry out or fulfill the Parties' intent and/or Assignor's obligations hereunder, including the execution of any instruments and papers that are necessary or desirable, in Assignee's reasonable discretion, to consolidate, confirm, vest and/or record Assignee's full and complete ownership of the Transferred Assets with the United States Patent and Trademark Office (or any corresponding foreign entity or agency).

3. MISCELLANEOUS.

(a) Governing Law. This Agreement shall be governed by and construed in accordance with the domestic laws of the State of Delaware without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than the State of Delaware.

(b) General. This Agreement may be executed in multiple counterparts (including by means of facsimile or electronically transmitted (including in .pdf or .tif formats) signature pages), all of which taken together shall constitute one and the same agreement.

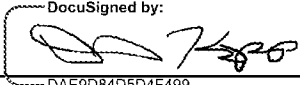
* * * * *

(Signature page follows)

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed as of the Effective Date by their duly-authorized representatives.

ASSIGNOR

EVERYDAYFAMILY, INC.

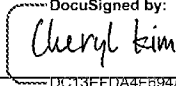
By:  _____
DAE9D84D5D4F499...

Name: David Kopp

Title: Chief Executive Officer and President

ASSIGNEE

HEALTHLINE MEDIA, INC.

By:  _____
DC13EFDA4F694A8...

Name: Cheryl Kim

Title: Vice President and Secretary

Schedule A
Transferred Marks

Country	Mark	Ser. No. / Filing Date	Reg. No. / Reg. Date
United States	EVERYDAYFAMILY	85/479263 / Nov. 22, 2011	4,505,811 / Apr. 1, 2-14
United States	EVERYDAYFAMILY	85/597441 / Apr. 13, 2012	4,485,751 / Feb. 18, 2014