

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM613801

<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>
Serious Eats, Inc.		09/23/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	About, Inc.		
<b>Street Address:</b>	1500 Broadway		
<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: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5515644	SPECIAL SAUCE	
<b>Registration Number:</b>	5002035	THE FOOD LAB	
<b>Registration Number:</b>	3474023	SERIOUS EATS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2125894201		
<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>			
<b>Phone:</b>	212-589-4200		
<b>Email:</b>	bhipdocket@bakerlaw.com		
<b>Correspondent Name:</b>	Gerald J. Ferguson		
<b>Address Line 1:</b>	45 Rockefeller Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10111-0100		
<b>ATTORNEY DOCKET NUMBER:</b>	047611.001036		
<b>NAME OF SUBMITTER:</b>	Gerald J. Ferguson		
<b>SIGNATURE:</b>	/Gerald J. Ferguson/		
<b>DATE SIGNED:</b>	12/11/2020		
<b>Total Attachments: 4</b>			
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source=Serious Eats - U.S. Trademark Assignment Agreement 2020-09-23#page2.tif			
source=Serious Eats - U.S. Trademark Assignment Agreement 2020-09-23#page3.tif			

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## TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT, dated as of September 23, 2020 (this “**Assignment**”), is made and entered into by and among SERIOUS EATS, INC., a Delaware corporation (“**Assignor**”), and ABOUT, INC., a Delaware corporation (the “**Assignee**”). Assignor and Assignee are sometimes herein referred to collectively as the “**Parties**” and individually as a “**Party**.” Capitalized terms used but not defined herein shall have the meanings given to such terms in the Asset Purchase Agreement, by and between the Parties hereto, and certain other parties, dated as of the date hereof (the “**Purchase Agreement**”).

WHEREAS, Assignor operates a website containing recipes and information about cooking and other topics of interest through the use of the trademarks, including not limited to those subject of the trademark applications and registrations and the unregistered trademarks set forth in Exhibit A hereto (the “**Marks**”); and

WHEREAS, Assignor desires to assign all right, title and interest in and to the Marks, together with all goodwill arising from or relating thereto, to Assignee, and Assignee desires to acquire same as successor to the business of the Assignor to which the Marks relate.

NOW, THEREFORE, in consideration of the covenants and agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the Parties agree as follows:

1. Assignment. Assignor hereby irrevocably conveys, transfers, assigns, and delivers unto Assignee, absolutely and forever, its entire right, title, and interest in the United States and throughout the world, in and to the Marks, whether statutory or at common law, together with all goodwill arising from or related to the business symbolized by the Marks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its licensees, successors, assigns, and/or other legal representatives, including the right to sue for and receive all damages accruing from past, present and future infringement of the Marks, to be used as fully and entirely as such rights would have been held and enjoyed by each Assignor had this Assignment not been made.

2. Recordation. Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States of America, or with respect to any foreign trademarks or service marks or applications or registrations for such marks the foreign equivalent as the case may be, to record Assignee as owner of the Marks and to issue any and all registrations, including renewals thereof, to Assignee, its successors, assigns, nominees or other legal representatives.

3. Successors and Assigns. This Assignment shall be binding upon and inure to the benefit of Assignor, Assignee and their respective successors and permitted assigns.

4. Headings. The article and section headings of this Assignment are for convenience of reference only and shall not be deemed to limit or affect any of the provisions hereof.

5. Governing Law. The law of the State of Delaware shall govern all questions concerning the construction, validity, interpretation and enforceability of this Assignment and the exhibits and schedules attached hereto, the determination of any contractual or non-contractual rights, duties or remedies of the parties arising out of or relating to this Assignment and the exhibits and schedules attached hereto, and the performance of the obligations imposed by this Assignment, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Delaware or any other jurisdiction) that would cause the application of the Laws of any jurisdiction other than the State of Delaware.

6. Severability. Whenever possible, each provision of this Assignment shall be interpreted in such manner as to be effective and valid under applicable Law, but if any provision of this Assignment or the application of any such provision to any Person or circumstance shall be held to be prohibited by or invalid, illegal or unenforceable under applicable Law in any respect by a court of competent jurisdiction, such provision shall be ineffective only to the extent of such prohibition or invalidity, illegality or unenforceability, without invalidating the remainder of such provision or the remaining provisions of this Assignment. Furthermore, in lieu of such illegal, invalid or unenforceable provision, there shall be added automatically as a part of this Assignment a legal, valid and enforceable provision as similar in terms to such illegal, invalid, or unenforceable provision as may be possible.

7. Entire Agreement. This Assignment, the other transaction documents contemplated by the Purchase Agreement and the agreements and documents referred to herein and therein contain the entire agreement and understanding between the parties hereto and thereto with respect to the subject matter hereof and thereof and supersede all prior agreements and understandings.

8. Amendments; No Waiver. Any provision of this Assignment may be waived or amended if, and only if, such amendment or waiver is in writing and signed by all of the parties. No failure by any party hereto to insist upon the strict performance of any covenant, duty, agreement or condition of this Assignment, or to exercise any right or remedy consequent upon a breach hereof, shall constitute a waiver of any such breach or any other covenant, duty, agreement or condition hereof.

9. No Third Party Beneficiaries. This Assignment is for the sole benefit of the parties hereto, their permitted assigns and nothing herein expressed or implied shall give or be construed to give any Person, other than the parties hereto and such permitted assigns, any legal or equitable rights hereunder.

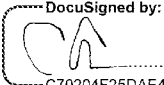
10. Counterparts. This Assignment may be executed in one or more counterparts (including by means of facsimile pdf or other electronic signature pages), all of which shall be considered one and the same agreement, and shall become effective when one or more such counterparts have been signed by each of the parties and delivered to the other party.

*[Signature pages follow]*

**IN WITNESS WHEREOF**, the Parties have caused this Assignment to be executed by its duly authorized representatives effective on the date first written above.

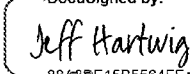
ASSIGNOR:

SERIOUS EATS, INC.

DocuSigned by:  
  
By: \_\_\_\_\_  
Name: Cliff Sharples  
Title: Chief Executive Officer

ASSIGNEE:

ABOUT, INC

DocuSigned by:  
  
By: \_\_\_\_\_  
Name: Jeff Hartwig  
Title: Corporate Secretary

[Signature Page to Trademark Assignment Agreement]

**EXHIBIT A**  
**TRADEMARKS**

*Trademark Registrations*

<b>Trademark</b>	<b>Owner</b>	<b>Class(es)</b>	<b>Country Name</b>	<b>Registration No.</b>	<b>Registration Date</b>	<b>Application No.</b>	<b>Filing Date</b>
SPECIAL SAUCE	Serious Eats, Inc.	41	US	5515644	7/10/2018	87977725	1/27/2017
THE FOOD LAB	Serious Eats, Inc.	9, 41	US	5002035	7/19/2016	86796321	10/22/2015
SERIOUS EATS	Serious Eats, Inc.	41	US	3474023	7/22/2008	78934124	7/20/2006

*Unregistered Trademarks*

