

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM647202

<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>
DailyMedia, Inc.		04/30/2021	Corporation:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Everyday Health Media, LLC		
<b>Street Address:</b>	345 Hudson Street		
<b>Internal Address:</b>	16th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10014		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3001416	DAILYOM	
<b>Registration Number:</b>	5295177	DAILYOM	
<b>Registration Number:</b>	5801486	OMFIT	
<b>Serial Number:</b>	90037654	BOOTY CORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>Email:</b>	alyssa_kaplun@ziffdavis.com		
<b>Correspondent Name:</b>	Alyssa Kaplun		
<b>Address Line 1:</b>	345 Hudson Street		
<b>Address Line 4:</b>	New York, NEW YORK 10014		
<b>NAME OF SUBMITTER:</b>	Alyssa Kaplun		
<b>SIGNATURE:</b>	/Alyssa Kaplun/		
<b>DATE SIGNED:</b>	05/17/2021		
<b>Total Attachments: 5</b>			
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of April 30, 2021 (the "Effective Date"), by and between DailyMedia, Inc., a California corporation ("DailyMedia"), OMFIT LLC, a California limited liability company ("OMFIT" and collectively with DailyMedia, "Assignors"), and Everyday Health Media, LLC, a Delaware limited liability company ("Assignee"). All capitalized terms used in this Assignment but not otherwise defined herein are given the meanings set forth in the Purchase Agreement (as defined below).

WHEREAS, Assignors and Assignee, together with the other parties thereto, have entered into that certain Asset Purchase Agreement, dated as of even date herewith (the "Purchase Agreement"), pursuant to which, among other things, Assignors have agreed to assign, and Assignee has agreed to acquire, all of Assignors' right, title and interest in, to and under Assignors' trademarks listed in Schedule I hereto (the "Assigned Trademark").

NOW, THEREFORE, in consideration of the mutual covenants, terms and conditions set forth herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

1. Assignment. Each Assignor hereby sells, assigns, transfers, conveys and delivers to Assignee and its successors and assigns, and Assignee hereby purchases and accepts from Assignor, all of each Assignor's right, title and interest in, to and under the Assigned Trademark, including, without limitation, all common law rights for which no applications or registrations exist, all applications to register any of the Assigned Trademark, and all registrations that have been or may be granted for any of the Assigned Trademark, together with all common law rights, and all goodwill associated with the Assigned Trademark, together with all claims that it might have, at law or in equity, including the right to sue and recover damages, for future, present and past infringements of the Assigned Trademark and to fully and entirely stand in the place of each Assignor in all matters related to the Assigned Trademark.

2. Further Assurances.

a. Each Assignor hereby agrees to execute and deliver such other documents and to take all such other actions (at Assignee's cost) which Assignee, its successors and/or assigns may reasonably request to effect the terms of this Assignment, and to execute and deliver any and all affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation as may be reasonably required to effect the terms of this Assignment and its recordation in relevant state and national trademark offices.

b. Each Assignor hereby grants the attorney-of-record the power to insert on this Assignment any further identifying information describing the parties or the marks listed in Schedule I hereto, that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office, or rules of other entities including but not limited to United States or foreign governments or patent and trademark offices, for recordation of this document.

3. Future Use of the Assigned Trademark. After the Effective Date, each Assignor agrees to make no further use of the Assigned Trademark or any mark confusingly similar thereto, anywhere in the world, except as may be expressly authorized by Assignee in writing, and each Assignor agrees to not challenge Assignee's use or ownership, or the validity, of the Assigned Trademark. Each Assignor hereby acknowledges and agrees that from and after the date hereof, the Assignee shall be the exclusive owner of the Assigned Trademark.

4. Miscellaneous. This Assignment shall be construed and interpreted in accordance with the Purchase Agreement. Nothing in this Assignment shall, or shall be deemed to, modify or otherwise affect any provisions of the Purchase Agreement or affect or modify any of the rights or obligations of the parties under the Purchase Agreement. In the event of any conflict or inconsistency between the terms of the Purchase Agreement and the terms hereof, the terms of the Purchase Agreement shall govern and control. This Assignment may not be supplemented, altered or modified in any manner except by a writing signed by all parties hereto. The failure of any party to enforce any terms or provisions of this Assignment shall not waive any of its rights under such terms or provisions. This Assignment shall bind and inure to the benefit of the respective parties and their assigns, transferees and successors. This Assignment will be governed by and construed in accordance with the laws of the State of New York, without regard to conflict of law principles which would result in the application of the laws of another jurisdiction. Each Party submits to personal jurisdiction in the State of New York and further agrees that any action relating to this Assignment will be brought exclusively in a court in the State of New York.


This Assignment may be executed in counterparts, all of which taken together will constitute one agreement, and signatures exchanged by facsimile or .pdf will constitute effective execution and delivery of this Assignment. This Assignment shall become effective when each party hereto shall have received a counterpart hereof signed by the other parties hereto.

*[Signatures Follow]*


IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed by their respective authorized officers effective as of the day and year first above written.

**ASSIGNORS:**

DAILYMEDIA, INC.

By:   
Name: Scott Blum  
Title: Chief Executive Officer

OMFIT LLC

By:   
Name: Scott Blum  
Title: Manager

**ASSIGNEE:**

EVERYDAY HEALTH MEDIA, LLC

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

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed by their respective authorized officers effective as of the day and year first above written.

**ASSIGNORS:**

DAILYMEDIA, INC.

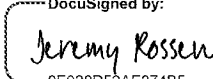
By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_

OMFIT LLC

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

**ASSIGNEE:**

EVERYDAY HEALTH MEDIA, LLC

DocuSigned by:  
  
By: \_\_\_\_\_  
Name: Jeremy Rossen  
Title: Secretary

**SCHEDULE I**

**ASSIGNED TRADEMARK**

<b>Assignor</b>	<b>Trademark</b>	<b>Serial Number</b>	<b>Word Mark</b>	<b>Country</b>	<b>Registration Number</b>	<b>US Class Code</b>
DailyMedia, Inc.	DailyOM	78/437,352	DailyOM	USA	3,001,416	41
DailyMedia, Inc.	DailyOM	87/325,396	DailyOM	USA	5,295,177	41
DailyMedia, Inc.	OMFIT	87/840,360	OMFIT	USA	5,801,486	41
DailyMedia, Inc.	BOOTY CORE	90/037,654	BOOTY CORE	USA		38,41