

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM780504

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900733066		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Popsugar LLC		03/01/2022	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Vox Media, LLC		
Street Address:	1201 Connecticut Ave., NW		
Internal Address:	12th Floor		
City:	Washington		
State/Country:	D.C.		
Postal Code:	20036		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Serial Number:	88255245	#TWINNING	
Registration Number:	5333543	BEAUTY JUNKIE	
Registration Number:	5194049	CLASS FITSUGAR	
Registration Number:	5049114	EAT THE TREND	
Registration Number:	4805483	FIND YOUR HAPPY	
Registration Number:	5061895	GET THE DISH	
Registration Number:	5244219	GLOW BY POPSUGAR	
Registration Number:	5060484	KNOCK KNOCK WITH RACHEL ANTONOFF	
Registration Number:	5049913	POPDOCS	
Registration Number:	5515637	POPSUGAR	
Registration Number:	4759409	POPSUGAR	
Registration Number:	4517118	POPSUGAR	
Serial Number:	97229712	POPSUGAR	
Registration Number:	4853967	POPSUGAR	
Registration Number:	4747805	POPSUGAR	
Registration Number:	3334918	POPSUGAR	
Registration Number:	4767797	POPSUGAR	

Property Type	Number	Word Mark
Registration Number:	4759416	POPSUGAR
Registration Number:	5615445	POPSUGAR
Registration Number:	4759418	POPSUGAR
Registration Number:	4759410	POPSUGAR
Registration Number:	4759408	POPSUGAR
Registration Number:	4620572	POPSUGAR
Registration Number:	4925938	POPSUGAR MOMMY'S HELPER
Registration Number:	4434824	POPSUGAR MUST HAVE
Registration Number:	6010769	POPSUGAR PLAY/GROUND
Registration Number:	5301982	POWER YOUR HAPPY
Registration Number:	5201512	POWER YOUR HAPPY
Registration Number:	5528920	TRENDRANK
Registration Number:	5049113	WE SPY STYLE

CORRESPONDENCE DATA

Fax Number: 2028576395
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: 2028576000
Email: tmdocket@afslaw.com
Correspondent Name: ARENTFOX SCHIFF LLP
Address Line 1: 1717 K Street NW
Address Line 2: attn: Jason Mazur
Address Line 4: Washington, D.C. 20006

ATTORNEY DOCKET NUMBER:	031257.00775
NAME OF SUBMITTER:	Jason J. Mazur
SIGNATURE:	/Jason J. Mazur/
DATE SIGNED:	01/12/2023

Total Attachments: 5
source=Vox Media from Popsugar#page1.tif
source=Vox Media from Popsugar#page2.tif
source=Vox Media from Popsugar#page3.tif
source=Vox Media from Popsugar#page4.tif
source=Vox Media from Popsugar#page5.tif

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this “**Agreement**”) is entered into as of the date of its full execution, with effect as of March 1, 2022 (the “**Effective Date**”), by and between **Popsugar LLC**, a Delaware limited liability company, having an address of 568 Broadway, Floor 10, New York, NY 10012, United States (“**ASSIGNOR**”) and **Vox Media, LLC**, a Delaware limited liability company, having an address of 1201 Connecticut Ave., NW, 12th Floor, Washington, DC 20036, United States (“**ASSIGNEE**”) (each of Assignor and Assignee, a “**Party**” and, collectively, the “**Parties**”).

WHEREAS, ASSIGNOR wishes to assign, transfer, convey, and deliver to ASSIGNEE all of ASSIGNOR’s right, title, and interest in and to the trademarks, service marks, trade dresses, trade names, and other indicators of source (including registrations and applications for, and common law rights in, the foregoing) owned by ASSIGNOR anywhere in the world (all of the foregoing collectively referred to as the “**Assigned Trademarks**”), including without limitation the trademarks, trademark registrations, and trademark applications listed in Attachment A hereto, together with the goodwill of the business related thereto; and

WHEREAS, ASSIGNEE seeks to acquire all right, title, and interest in and to the Assigned Trademarks, together with the goodwill of the business related thereto.

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

1. ASSIGNOR hereby assigns, transfers, conveys, and delivers to ASSIGNEE, and ASSIGNEE hereby accepts from ASSIGNOR, all right, title, and interest of ASSIGNOR in and to the Assigned Trademarks, together with the goodwill of the business related thereto, all pending applications and registrations therefor, the common law rights associated therewith, and all rights, claims, and causes of action, if any, for the benefit of ASSIGNOR relating to the Assigned Trademarks, including the right to bring suit and recover damages for past infringement.

2. In the event that this Agreement is insufficient to vest legal and record title in any of the Assigned Trademarks in ASSIGNEE, then ASSIGNOR will use reasonable best efforts to take, or cause to be taken, all reasonable actions to execute, notarize, authenticate, legalize, or consularize all documents, in each case necessary to vest legal and record title in such Assigned Trademarks in ASSIGNEE.

3. This Agreement may be executed in any number of counterparts, and in separate counterparts, and may be delivered by facsimile, .pdf, or other similar electronic transmission. Each counterpart when so executed and delivered shall be deemed an original, and all such counterparts taken together shall constitute one and the same instrument.

4. This Agreement is not intended to, and does not, confer any legal or equitable rights or remedies hereunder upon any person other than the Parties and their respective successors and permitted assigns.

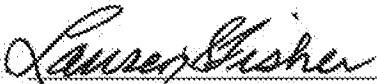
5. This Agreement shall be binding upon, inure to the benefit of, and be enforceable by and against the Parties and their respective successors and permitted assigns.

6. If any provision of this Agreement is fully or in part invalid, illegal, or incapable of being enforced by any rule, law, or public policy, all other provisions of this Agreement shall nevertheless remain in full force and effect so long as the economic and legal substance of the transactions contemplated hereby are not affected in any manner materially adverse to any Party. Upon such determination that any provision is invalid, illegal, or incapable of being enforced, the Parties shall negotiate in good faith to modify this Agreement so as to effect the original intent of the Parties as closely as possible.

7. This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, without giving effect to conflicts of law principles.

IN WITNESS WHEREOF, the Parties have executed this Agreement effective as of the Effective Date.

POPSUGAR LLC

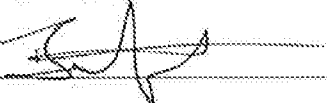
By: 

Name: Lauren S. Fisher

Title: Chief Legal Officer

Date: 7/19/2022

VOX MEDIA, LLC

By: 

Name: Brian J. Leung

Title: Senior VP, Deputy General Counsel

Date: 7.19.22

**ATTACHMENT A
ASSIGNED TRADEMARKS**

Country	Mark	Status	App. Number	Reg. Number	Class(es)
Canada	POPSUGAR	Registered	1615170	TMA916083	09, 35, 41
China	POPSUGAR	Registered	17130385A	17130385A	09
China	POPSUGAR	Registered	19776400	19776400	09
China	POPSUGAR	Registered	19776401	19776401	35
China	POPSUGAR	Registered	17130384A	17130384A	35
China	POPSUGAR	Registered	19776402	19776402	36
China	POPSUGAR	Registered	19776403	19776403	38
China	POPSUGAR	Registered	19776404	19776404	41
China	POPSUGAR	Registered	19776405	19776405	42
China	POPSUGAR	Registered	17130380A	17130380A	42
China	POPSUGAR	Registered	19776406	19776406	43
China	POPSUGAR	Registered	19776387	19776387	44
China	POPSUGAR	Registered	19776388	19776388	45
China	POPSUGAR & Design	Registered	17130383	17130383	36
China	POPSUGAR & Design	Registered	17130382	17130382	38
China	POPSUGAR & Design	Registered	17130381	17130381	41
China	POPSUGAR & Design	Registered	17130379	17130379	43
China	POPSUGAR & Design	Registered	17130378	17130378	44
China	POPSUGAR & Design	Registered	17130377	17130377	45
Kuwait	POPSUGAR	Registered	178268	146450	41
Qatar	POPSUGAR	Registered	104618	104618	41
Saudi Arabia	POPSUGAR	Registered	1437013077	1437013077	41
United Arab Emirates	POPSUGAR	Registered	250263	250263	38
United Kingdom	LILSUGAR	Registered	UK00910198621	UK00910198621	38, 41, 44
United Kingdom	POPSUGAR	Registered	UK00911596566	UK00911596566	09, 35, 41
United Kingdom	POPSUGAR	Registered	UK00917877396	UK00917877396	09, 42

United Kingdom	POPSUGAR	Registered	UK00906824346	UK00906824346	35, 36, 38, 39, 41, 42, 43, 44, 45
United Kingdom	SUGAR	Registered	UK00910627231	UK00910627231	41
United Kingdom	TRESSUGAR	Registered	UK00910198687	UK00910198687	38, 41, 45
Australia	POPSUGAR	Registered	1663033	1663033	09, 35, 36, 38, 41, 42, 43, 44, 45
Australia	SHOPSENSE	Registered	1662709	1662709	35
European Union	LILSUGAR	Registered	010198621	010198621	38, 41, 44
European Union	POPSUGAR	Registered	011596566	011596566	09, 35, 41
European Union	POPSUGAR	Registered	017877396	017877396	09, 42
European Union	POPSUGAR	Registered	006824346	006824346	35, 36, 38, 39, 41, 42, 43, 44, 45
European Union	SUGAR	Registered	010627231	010627231	41
European Union	TRESSUGAR	Registered	010198687	010198687	38, 41, 45
Japan	POPSUGAR	Registered	2013012172	5618003	09, 35, 41, 42
New Zealand	POPSUGAR	Registered	1010481	1010481	09, 35, 36, 38, 41, 42, 43, 44, 45
United States	#TWINNING	Registered	88/255245	5823673	42
United States	BEAUTY JUNKIE	Registered	87/323113	5333543	41
United States	CLASS FITSUGAR	Registered	86/909997	5194049	41
United States	EAT THE TREND	Registered	86/910004	5049114	41
United States	FIND YOUR HAPPY	Registered	86/439287	4805483	41
United States	GET THE DISH	Registered	86/608980	5061895	43
United States	GLOW BY POPSUGAR	Registered	87/062708	5244219	41
United States	KNOCK KNOCK WITH RACHEL ANTONOFF	Registered	86/648751	5060484	41
United States	POPDOCS	Registered	87/026627	5049913	41

United States	POPSUGAR	Registered	87/977654	5515637	03
United States	POPSUGAR	Registered	86/423530	4759409	09
United States	POPSUGAR	Registered	85/848557	4517118	09, 35, 41, 45
United States	POPSUGAR	Pending	97/229712	--	21, 27, 28
United States	POPSUGAR	Registered	86/423551	4853967	35
United States	POPSUGAR	Registered	86/423696	4747805	36
United States	POPSUGAR	Registered	78/897280	3334918	38, 41
United States	POPSUGAR	Registered	86/423622	4767797	41
United States	POPSUGAR	Registered	86/423619	4759416	42
United States	POPSUGAR	Registered	87/851714	5615445	42
United States	POPSUGAR	Registered	86/423652	4759418	43
United States	POPSUGAR	Registered	86/423555	4759410	44
United States	POPSUGAR	Registered	86/423525	4759408	45
United States	POPSUGAR & Design	Registered	86/218907	4620572	41
United States	POPSUGAR MOMMY'S HELPER	Registered	86/637823	4925938	09
United States	POPSUGAR MUST HAVE	Registered	85/713400	4434824	35
United States	POPSUGAR PLAY/GROUND	Registered	88/050204	6010769	35, 41
United States	POWER YOUR HAPPY	Registered	86/658851	5301982	41
United States	POWER YOUR HAPPY	Registered	87/010902	5201512	41, 45
United States	TRENDRANK	Registered	87/713996	5528920	42
United States	WE SPY STYLE	Registered	86/910000	5049113	41