

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM793516

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900755210		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Seeker Media, LLC		07/19/2022	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Vox Media, LLC		
<b>Street Address:</b>	1201 Connecticut Ave., NW		
<b>Internal Address:</b>	12th Floor		
<b>City:</b>	Washington		
<b>State/Country:</b>	D.C.		
<b>Postal Code:</b>	20036		
<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>	4581012	ANIMALIST	
<b>Registration Number:</b>	4805529	SEEKER	
<b>Registration Number:</b>	5425793	SOURCEFED	
<b>Registration Number:</b>	4614472	TESTTUBE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2028576395		
<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>	2028576000		
<b>Email:</b>	tmdocket@afslaw.com		
<b>Correspondent Name:</b>	ARENTFOX SCHIFF LLP		
<b>Address Line 1:</b>	1717 K Street NW		
<b>Address Line 2:</b>	attn: Jason J. Mazur		
<b>Address Line 4:</b>	Washington, D.C. 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	031257.00775		
<b>NAME OF SUBMITTER:</b>	Danielle W. Bulger		
<b>SIGNATURE:</b>	/Danielle W. Bulger/		

<b>DATE SIGNED:</b>	03/10/2023
<b>Total Attachments: 3</b> source=Vox Media from Seeker Media#page1.tif source=Vox Media from Seeker Media#page2.tif source=Vox Media from Seeker Media#page3.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 **Seeker Media, 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, 12<sup>th</sup> 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.

SEEKER MEDIA, LLC

By: Lauren S. Fisher

Name: Lauren S. Fisher

Title: Chief Legal Officer

Date: 7/19/2022

VOX MEDIA, LLC

By: Brian J. Leung

Name: Brian J. Leung

Title: Senior VP, Deputy General Counsel

Date: 7.19.22

**ATTACHMENT A  
ASSIGNED TRADEMARKS**

<b>Country</b>	<b>Mark</b>	<b>Status</b>	<b>App. Number</b>	<b>Reg. Number</b>	<b>Class(es)</b>
European Union	SOURCEFED	Registered	015382096	015382096	38, 41
United Kingdom	SOURCEFED	Registered	UK00915382096	UK00915382096	38, 41
United States	ANIMALIST	Registered	85/832822	4581012	41
United States	K Design	Registered	86/607670	4900665	38
United States	SEEKER	Registered	86/456782	4805529	38
United States	SOURCEFED	Registered	87/014629	5425793	41
United States	TESTTUBE	Registered	85/832833	4614472	41
United States	TODAY IN AWESOME	Registered	86/623977	4870539	41