

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM817047

<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>
Mom Media Enterprises, LLC		05/04/2023	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Everyday Health Media, LLC		
<b>Street Address:</b>	114 5th Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<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>	4493995	MOM 2.0 SUMMIT	
<b>Registration Number:</b>	4557179	IRIS AWARDS	
<b>Registration Number:</b>	4706206	DAD 2.0 SUMMIT	
<b>Registration Number:</b>	5154922	MOM 2.0	
<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>	julianna_orgel-eaton@ziffdavis.com		
<b>Correspondent Name:</b>	Julianna Orgel-Eaton		
<b>Address Line 1:</b>	114 5th Avenue		
<b>Address Line 2:</b>	15th Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10011		
<b>NAME OF SUBMITTER:</b>	Julianna Orgel-Eaton		
<b>SIGNATURE:</b>	/Julianna Orgel-Eaton/		
<b>DATE SIGNED:</b>	06/13/2023		
<b>Total Attachments: 5</b>			
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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of May 4, 2023 (the "Effective Date"), by and between Mom Media Enterprises, LLC, a Texas limited liability company ("Assignor") 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, Assignor 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, Assignor has agreed to assign, and Assignee has agreed to acquire, all of Assignor's right, title and interest in, to and under Assignor's trademarks listed in Schedule I hereto (the "Assigned Trademarks").

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. Effective as of the Effective Date and subject to the terms and conditions of the Purchase Agreement, 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 Assignor's right, title and interest in, to and under the Assigned Trademarks, including, without limitation, all common law rights for which no applications or registrations exist, all applications to register any of the Assigned Trademarks, and all registrations that have been or may be granted for any of the Assigned Trademarks, together with all common law rights, and all goodwill associated with the Assigned Trademarks, 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 Trademarks and to fully and entirely stand in the place of Assignor in all matters related to the Assigned Trademarks.

2. Further Assurances.

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

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 Delaware, without regard to conflict of law principles which would result in the application of the laws of another jurisdiction.

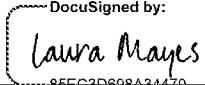
This Assignment may be executed in counterparts, all of which taken together will constitute one agreement, and signatures exchanged by facsimile or .pdf will constitute effective execution and delivery of this Assignment. This Assignment shall become effective when each party hereto shall have received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

**ASSIGNOR:**

MOM MEDIA ENTERPRISES, LLC

DocuSigned by:  
  
By: \_\_\_\_\_  
Name: Laura Mayes  
Title: Member

**ASSIGNEE:**

EVERYDAY HEALTH MEDIA, LLC

By: \_\_\_\_\_  
Name: Jeremy Rossen  
Title: Executive Vice President, General  
Counsel and Secretary

*[Signature Page to Trademark Assignment]*

**TRADEMARK  
REEL: 008098 FRAME: 0922**

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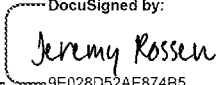
**ASSIGNOR:**

MOM MEDIA ENTERPRISES, LLC

By: \_\_\_\_\_  
Name: Laura Mayes  
Title: Member

**ASSIGNEE:**

EVERYDAY HEALTH MEDIA, LLC

By:  \_\_\_\_\_  
Name: Jeremy Rossen  
Title: Executive Vice President, General  
Counsel and Secretary

[Signature Page to Trademark Assignment]

**SCHEDULE I****ASSIGNED TRADEMARKS**

<b>Assignor</b>	<b>Trademark</b>	<b>Serial Number</b>	<b>Word Mark</b>	<b>Country</b>	<b>Registration Numbers</b>	<b>US Class Code</b>
Mom Media Enterprises, LLC	MOM 2.0 SUMMIT	85-932,910	MOM 2.0 SUMMIT	United States	4,493,995	35 and 41
Mom Media Enterprises, LLC	IRIS AWARDS	85-917,985	IRIS AWARDS	United States	4,557,179	41
Mom Media Enterprises, LLC	DAD 2.0 SUMMIT	85-970,962	DAD 2.0 SUMMIT	United States	4,706,206	35 and 41
Mom Media Enterprises, LLC	MOM 2.0	87-094,163	MOM 2.0	United States	5,154,922	41