# Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Six Apart Ltd.		11/26/2007	CORPORATION: DELAWARE

## **RECEIVING PARTY DATA**

Name:	Primordial Soup Ltd.		
Street Address:	Diagorou 4		
Internal Address:	Kermia Building 6th Floor, Office 601		
City:	Nicosia		
State/Country:	CYPRUS		
Postal Code:	1097		
Entity Type:	COMPANY: CYPRUS		

PROPERTY NUMBERS Total: 2

Property Type	Number	Word Mark
Serial Number:	78910527	LIVE JOURNAL
Registration Number:	3075631	LIVEJOURNAL

#### **CORRESPONDENCE DATA**

Fax Number: (650)833-2001

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 650.833.2170

Email: carolanne.bashir@dlapiper.com

Correspondent Name: Allyn Taylor

Address Line 1: 2000 University Avenue

Address Line 2: 367155-105

Address Line 4: EAST PALO ALTO, CALIFORNIA 94303-2248

ATTORNEY DOCKET NUMBER: 367155-104/105

DOMESTIC REPRESENTATIVE

TRADEMARK REEL: 003693 FRAME: 0767 00.6

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900096093 REEL: 003693

Address Line 1: 20	Allyn Taylor 2000 University Avenue East Palo Alto, CALIFORNIA 94303-2248			
NAME OF SUBMITTER:		Allyn Taylor		
Signature:		/Allyn Taylor/		
Date:		01/10/2008		
Total Attachments: 1 source=LIVE JOURNAL US tm assignment#page1.tif				

TRADEMARK REEL: 003693 FRAME: 0768

#### ASSIGNMENT

WHEREAS, Six Apart Ltd., a corporation organized under the laws of Delaware having a principal business located at 548 4th Street, San Francisco, California 94107 (the "Assignor") owns the U.S. trademark applications and/or registrations set forth below (collectively the "Trademarks"):

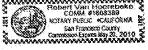
LIVE JOURNAL Registration No. 3075631 LIVE JOURNAL & Design Application No. 78/910527

WHEREAS, Primordial Soup Ltd, a company organized under the law of Cyprus having a principal business located at Diagorou 4, Kermia Building 6th Floor, Office 601, 1097 Nicosia, Cyprus (the "Assignee") is desirous of acquiring said Trademarks together with the associated applications and/or registrations.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title and interest in and to said Trademarks, together with the good will of the business symbolized therefor, and the above identified applications and/or registrations of said Trademarks.

Assignor, hereby constitutes and appoints Assignee as Assignor's true and lawful attorney in fact, with full power of substitution in Assignor's name and stead, to take any and all steps, including proceedings at law, in equity or otherwise, to execute, acknowledge and deliver any and all instruments and assurances necessary or expedient in order to vest or perfect the aforesaid rights and causes of action more effectively in Assignee or to protect the same or to enforce any claim or right of any kind with respect thereto. This includes, but is not limited to, any rights with respect to the Trademarks that may have accrued in Assignor's favor from the respective dates of first use of any of the Trademarks from the Effective Date of this Assignment. Assignor hereby declares that the foregoing power is coupled with an interest and as such is irrevocable.

	ASSIGNOR	
	By: 7/4//	
	Name: TOOC AARSnow	<u>)                                     </u>
	Title: <u>Cゲ</u>	
Subscribed and sworn to before me,	Robert Van Hoorebeke, Notary Public	Notary
Public this 2C day of 100 to be	, 2007.	
A		
	My commission expires: 5/20/10	··
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RECORDED: 01/10/2008