

TRADEMARK ASSIGNMENT

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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		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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			

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Name: Allyn Taylor
Address Line 1: 2000 University Avenue
Address Line 4: 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	

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: [Signature]

Name: Ted C. Harmon

Title: CFO

Subscribed and sworn to before me, Robert Van Hoorebeke, Notary Public Notary
Public this 26 day of November, 2007.

[Signature]

My commission expires: 5/20/10

