

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS 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>
Dan Savage		11/16/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Savage Love, LLC		
<b>Street Address:</b>	1146 16th Avenue East		
<b>City:</b>	Seattle		
<b>State/Country:</b>	WASHINGTON		
<b>Postal Code:</b>	98112		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WASHINGTON		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85078541	SAVAGE LOVE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(503)778-5499		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	503-778-5320		
<b>Email:</b>	almurray@dwt.com		
<b>Correspondent Name:</b>	J. Alfred Murray, Davis Wright Tremaine		
<b>Address Line 1:</b>	1300 SW Fifth Avenue, Suite 2300		
<b>Address Line 4:</b>	Portland, OREGON 97201-5630		
<b>ATTORNEY DOCKET NUMBER:</b>	90502-2 SN 85078541		
<b>NAME OF SUBMITTER:</b>	J. Alfred Murray, Davis Wright Tremaine		
<b>Signature:</b>	/J. Alfred Murray/		
<b>Date:</b>	11/17/2010		

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Total Attachments: 1

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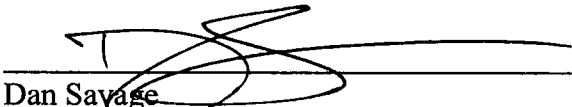
WHEREAS, Dan Savage, an individual and citizen of the United States of America (“ASSIGNOR”), is the owner of the following trademark and associated applications:

Jurisdiction	Mark	Application No.
United States (Federal)	SAVAGE LOVE	85/078541

WHEREAS, Savage Love, LLC, a Washington limited liability company with a principal place of business at 1146 16th Avenue East, Seattle, WA 98112 (“ASSIGNEE”), is desirous of acquiring said trademark and applications:

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the above trademark and application, and all other names and marks similar to or based upon the SAVAGE LOVE mark (“Names and Marks”); the goodwill of the business associated therewith and symbolized thereby; all registration and pending applications associated with the Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that ASSIGNOR has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

Signed at Seattle, Washington, this 16 day of November, 2010.

  
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Dan Savage