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TO: J. ALFRED MURRAY, DAVIS WRIGHT TREMAINE COMPANY: 1300 SW FIFTH AVENUE, SUIT

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	Entity Type
Index Newspapers LLC			LIMITED LIABILITY COMPANY: WASHINGTON
Execution Date		11/03/2010	
RECEIVING PARTY DATA			
Name:	Savage Love, LLC		
Street Address:	1146 16th Avenue East		
City:	Seattle		
State/Country:	WASHINGTON		
Postal Code:	98112		
Entity Type:	LIMITED LIABILITY COMPANY: WASHINGTON		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85142179	IT GETS BETTER	
CORRESPONDENCE DATA			
Fax Number:	(503)778-5499		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	503-778-5320		
Email:	almurray@dw.com		
Correspondent Name:	J. Alfred Murray, Davis Wright Tremaine		
Address Line 1:	1300 SW Fifth Avenue, Suite 2300		
Address Line 4:	Portland, OREGON 97201-5830		
ATTORNEY DOCKET NUMBER:	90502-3 SN 85/142179		
NAME OF SUBMITTER:	J. Alfred Murray, Davis Wright Tremaine		
Signature:	/J. Alfred Murray/		
Date:	11/23/2010		

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Total Attachments: 1

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TRADEMARK ASSIGNMENT


WHEREAS, Index Newspapers LLC, a Washington limited liability company, with a principal place of business at 1535 11th Avenue, Third Floor, Seattle, Washington 98122 ("ASSIGNOR"), is the owner of the following trademark(s) and associated applications:

Jurisdiction	Mark	Application No.
United States (Federal)	IT GETS BETTER	85/142,179

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

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 IT GETS BETTER 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.

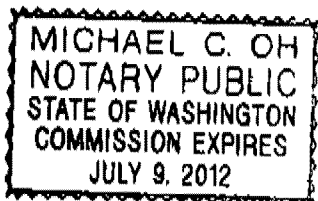
Signed at Seattle, this 3 day of November, 2010.

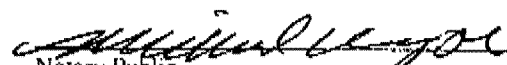

Index Newspapers LLC

State of WA
County of King

On this 3 day of Nov, 2010, before me, MICHAEL C. OH, a Notary Public in and for the State of WA, personally appeared Sally LAMIE H, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.




Notary Public