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 |
|----------------|----------|----------------|-------------|
| Lori Leibovich |          | 09/01/2011     | INDIVIDUAL: |

#### **RECEIVING PARTY DATA**

| Name:           | AOL Inc.              |
|-----------------|-----------------------|
| Street Address: | 22000 AOL Way         |
| City:           | Dulles                |
| State/Country:  | VIRGINIA              |
| Postal Code:    | 20166                 |
| Entity Type:    | CORPORATION: DELAWARE |

## PROPERTY NUMBERS Total: 1

| Property Type  | Number   | Word Mark  |
|----------------|----------|------------|
| Serial Number: | 85232681 | INDIEBRIDE |

# CORRESPONDENCE DATA

Fax Number: (202)857-6395 Phone: 202-857-8977

bush.douglas@arentfox.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US

Correspondent Name: Douglas R. Bush

Address Line 1: 1050 Connecticut Avenue NW

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

| ATTORNEY DOCKET NUMBER: | 019428.00796    |
|-------------------------|-----------------|
| NAME OF SUBMITTER:      | Douglas R. Bush |
| Signature:              | /D. R. Bush/    |
| Date:                   | 11/02/2011      |

Total Attachments: 3

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> **TRADEMARK** REEL: 004653 FRAME: 0273

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "<u>Assignment</u>") is made and delivered this 1st day of September, 2011 (the "<u>Effective Date</u>"), by Lori Leibovich, an individual residing at 420 12th Street, Apt F1L, Brooklyn, New York 11215 ("<u>Assignor</u>"), for the benefit of AOL Inc., a Delaware corporation ("<u>Assignee</u>"). Capitalized terms used but not defined herein shall have the meanings ascribed to such terms in the Agreement (as hereinafter defined).

WHEREAS, Assignor and Assignee have entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Agreement"), which provides, among other things, for the sale and assignment by Assignor to Seller of the Acquired Assets.

NOW, THEREFORE, in consideration of the mutual promises contained in the Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor, and subject to the terms and conditions of the Agreement, Assignor agrees as follows:

- 1. Effective as of the Effective Date, Assignor hereby irrevocably sells, assigns, transfers and conveys to Assignee and Assignee's successors and assigns all of Assignor's right, title and interest in and to the Marks (as hereinafter defined), including, without limitation, the right to transfer and renew any applications or registrations included as part of the Marks and the right to apply for trademark registrations within and/or outside the United States based in whole or in part upon the Marks and any priority rights that may arise from the Marks, together with the goodwill of the business connected with and symbolized by the Marks and the right in respect of the Marks to institute, pursue and compromise any and all claims, demands, actions, causes of actions and choses in action no matter when the same arose or arises.
- 2. As used in this Assignment, "Marks" shall mean all of the trademarks, service marks, trade names and logos identified on Schedule A annexed hereto and made a part hereof.
- 3. Nothing in this Assignment, express or implied, is intended to or shall be construed to modify, expand or limit in any way the terms of the Agreement. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms of the Agreement, the Agreement shall govern.
- 4. This Assignment is executed and delivered pursuant to the Agreement.
- 5. This Assignment shall be governed by, and construed in accordance with, the laws of the State of New York, as applied to contracts made and performed entirely in such State without giving effect to the choice of law principles of such State that would require or permit the application of the laws of another jurisdiction.

TRADEMARK REEL: 004653 FRAME: 0274 IN WITNESS WHEREOF, and intending to be legally bound hereby, Assignor has caused this Assignment to be executed and delivered as of the day and year first above written. ASSIGNOR: ACKNOWLEDGMENT STATE OF New YORL ) LIC#: 0 W 06 236 5004 EXP - 2/28/15 ) ss.: 043 66 0940 before me, Any Johnson, personally appeared , personally known to me (or proved to me on the basis of On wer hiborress 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 instrument. WITNESS my hand and official seal. Signature

Capacity Claimed by Sigher -

Corporate Officer(s)

Individual

# Schedule "A"

# The Marks.

| Trademark  | Status  | App No.                        | Filing<br>Date  | Reg<br>No. | Class | Services   |
|------------|---------|--------------------------------|-----------------|------------|-------|--|
| INDIEBRIDE | Pending | U.S. Ser.<br>No.<br>85,232,681 | Feb. 2,<br>2011 | n/a        | 041   | On-line publication, namely blog and online journal featuring weddings, life before and after being married, etiquette, news, online bulletin board, interviews, advice, photography, diaries and opinion- pieces, all relating to |
|            |         |                                |                 |            | 035   | weddings and marriage.  operating an online marketplace for second- hand and never-used wedding apparel, accessories, and goods relating to weddings.  |

All Seller's United States Common Law Trademark Rights in and to:

KVETCH TROUSSEAU INDIEMOM All goodwill related to the foregoing.

**RECORDED: 11/02/2011** 

TRADEMARK REEL: 004653 FRAME: 0276