

TRADEMARK ASSIGNMENT

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
RealAge, Inc.		04/30/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Hearst Communications, Inc.		
Street Address:	300 W. 57th Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3107761	REALBEAUTY	
CORRESPONDENCE DATA			
Fax Number:	6462802038		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-649-2038		
Email:	trademarks@hearst.com		
Correspondent Name:	Samantha A. Favitta		
Address Line 1:	300 W 57th Street		
Address Line 2:	40th Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT REALBEAUTY		
NAME OF SUBMITTER:	Samantha A. Favitta		
Signature:	/Samantha A. Favitta/		
Date:	04/30/2012		
Total Attachments: 1 source=SColonial B12043013590#page1.tif			

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WHEREAS, REALAGE, Inc., a Delaware corporation, having an address of 5375 Mira Sorrento Place, Suite 250 San Diego, CA 92121 ("Assignor"), has adopted, used and is using the trademark, and is the owner of the RealBeauty trademark (US Trademark Registration No. 3107761) (the "Trademark"); and

WHEREAS, HEARST COMMUNICATIONS, Inc., a Delaware corporation, having an address at 300 West 57th Street New York, NY 10019 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademark, including the scheduled registration thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademark, including the scheduled registrations, together with the goodwill of the businesses symbolized by the Trademark being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Dated: 4/30/2012

RealAge, Inc.

By: 

Name: Colin Daniel

Title: Vice President

Hearst Communications, Inc.

By: 

Name: Catherine A. Bostron

Title: Secretary