

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
Going LLC		03/05/2013	LIMITED LIABILITY COMPANY: DELAWARE
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: 6			
Property Type	Number	Word Mark	
Registration Number:	3840623	GOING	
Registration Number:	4095001	GOING	
Registration Number:	4095000	GOING	
Registration Number:	3222287	HEYLETSO	
Registration Number:	3227450	HEYLETSO	
Registration Number:	3212986	HEYLETSO	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-857-6000		
Email:	doug.bush@arentfox.com		
Correspondent Name:	Douglas R. Bush		
Address Line 1:	Arent Fox LLP, 1717 K Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		

OP \$165.00 3840623

ATTORNEY DOCKET NUMBER:	019428.14432
NAME OF SUBMITTER:	Douglas R. Bush
Signature:	/Douglas R. Bush/
Date:	03/07/2013
Total Attachments: 3 source=GOING assignment#page1.tif source=GOING assignment#page2.tif source=GOING assignment#page3.tif	

ASSIGNMENT AGREEMENT

This **ASSIGNMENT AGREEMENT** ("Agreement"), effective as of March ~~5~~^{5th}, 2013 is made and entered into by and among Going LLC, a Delaware limited liability company, having a place of business at 8 Winter Street, 6th Floor, Boston, Massachusetts 02108 ("Assignor") and AOL Inc., a Delaware corporation, having a place of business at 22000 AOL Way, Dulles, Virginia 20166 ("Assignee").

RECITALS

A. Assignor adopted and owns various names and marks and has registered or sought to register the same, which applications and registrations are listed on Schedule A attached hereto, (hereinafter the "Marks");

C. Assignee desires to acquire all right, title and interest in and to the Marks, including the applications and registrations as set forth on Schedule A as well as the goodwill of the business symbolized and associated with the Marks;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignor hereby assigns, transfers, conveys, and delivers to the Assignee all right, title, and interest in and to the Marks, including without limitation (i) all applications and registrations for the Marks, (ii) all rights in the Marks provided by international conventions or treaties, (iii) any and all goodwill of the business symbolized by each of the Marks, (iv) all renewals and extensions of registrations thereof that may be secured under the laws of any jurisdiction, and (v) any and all rights to sue or recover and retain damages and costs and attorneys' fees for past, present, and future infringement, dilution, misappropriation, or other violation thereof, and rights of priority and protection of interests therein under the laws of any jurisdiction effective as of date first written above.

2. At the request of Assignee, Assignor shall execute and deliver such documents or take such other actions as may be reasonably necessary to effectuate the purposes of this Agreement.

IN WITNESS WHEREOF, each party has caused this Agreement to be executed by its duly authorized representative.

Going LLC
(Assignor)

By: [Signature]

Name: Anne L. Cornelius

Title: Assistant General Counsel

Subscribed and sworn to before me this 5th day of March, 2013 by ANNE CORNELIUS, a legal representative and authorized signatory of Going LLC.

[Signature]
Notary Public
My commission expires: 11/30/2013

(notary seal)



AOL Inc.
(Assignee)

By: [Signature]

Name: Allison Olmsted

Title: Senior Counsel

Subscribed and sworn to before me the 5th day of March, 2013 by ALLISON OLMSTED, a legal representative and authorized signatory of AOL Inc.

[Signature]
Notary Public
My commission expires: 11/30/2013

In the county of Loudoun, for the Commonwealth of Virginia
Sworn to and subscribed before me, in my presence this 5th day of March, 2013. A Virginia Notary Public. In and for the State at Large
ANDRES LORCA Notary Public
My commission expires 11-30-2013

(notary seal)



In the county of Loudoun, for the Commonwealth of Virginia
Sworn to and subscribed before me, in my presence this 5th day of March, 2013. A Virginia Notary Public. In and for the State at Large
ANDRES LORCA Notary Public
My commission expires 11-30-2013

Schedule A

UNITED STATES

GOING, Reg. No. 3840623
GOING, Reg. No. 4095001
GOING, Reg. No. 4095000
GOING, Reg. No. 3578470
HEYLETSO, Reg. No. 3222287
HEYLETSO, Reg. No. 3227450
HEYLETSO, Reg. No. 3212986

CANADA

GOING, Application No. 1464761

EUROPEAN UNION

GOING, Reg. No. 008802829