

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM318333

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Demand Media, Inc.		07/09/2014	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CB Acquisition, LLC		
<b>Street Address:</b>	255 Kansas Street		
<b>Internal Address:</b>	Suite 302		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94103		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4291530	CREATIVEBUG	
<b>Registration Number:</b>	4482677	AIRCRAFT	
<b>Serial Number:</b>	85664669	AIRCRAFT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153585593		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	4159573072		
<b>Email:</b>	dchorak@duanemorris.com		
<b>Correspondent Name:</b>	DUANE MORRIS LLP		
<b>Address Line 1:</b>	Spear Tower, One Market Plaza, Ste. 2200		
<b>Address Line 2:</b>	attn: Laurie H. Van Loben Sels		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94105-1127		
<b>ATTORNEY DOCKET NUMBER:</b>	R2282-00000		
<b>NAME OF SUBMITTER:</b>	Laurie H. Van Loben Sels		
<b>SIGNATURE:</b>	/LHV_dch/		
<b>DATE SIGNED:</b>	09/29/2014		
<b>Total Attachments: 3</b>			
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## ASSIGNMENT OF TRADEMARKS

WHEREAS, Demand Media, Inc. (hereinafter "Assignor"), CB Acquisition, LLC (hereinafter "Assignee"), and Otter Media Holdings, LLC are parties to that certain Asset Purchase Agreement, effective as of July 9, 2014 (the "Agreement"), pursuant to which Assignor sold, conveyed, transferred, assigned and delivered to Assignee all of Assignor's right, title and interest in and to certain intellectual property, including the trademarks and applications therefor listed on Schedule A hereto.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers, conveys and assigns to Assignee all right, title and interest whatsoever, throughout the world, in and under (i) the trademarks and the registrations thereof and applications therefor identified on Schedule A hereto and (ii) the goodwill of Assignor's business symbolized by such trademarks, to have and to hold the same, unto Assignee, its successors and assigns.


Assignor further transfers, conveys and assigns unto Assignee the entire right, title and interest in and to any and all causes of action and rights of recovery for past infringement of the rights in the trademarks herein assigned.

This Assignment is made pursuant to and is subject to all the terms of the Agreement.

*[Signature page follows]*

IN WITNESS WHEREOF, Assignor has each caused this instrument to be signed in its name by its duly authorized officer to be effective as of July 9, 2014.

DEMAND MEDIA, INC.

By:   
Name: Shawn Cole  
Title: Interim Chief Executive Officer

SCHEDULE A

TRADEMARKS, REGISTRATIONS AND APPLICATIONS ASSIGNED

Registered Trademarks

1. Creativebug (US Reg. No. 4,291,530; Serial Number 85632112)
2. Aircraft (US Reg. No. 4,482,677; Serial Number 85980463)

Unregistered Trademarks

1. What will you make today?
2. Make a Pattern. Make a Print. Make a Difference.