

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM355547

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Demand Media, Inc.		09/15/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LoveToKnow Corporation		
Street Address:	1325 Howard Ave., Suite 307		
City:	Burlingame		
State/Country:	CALIFORNIA		
Postal Code:	94010		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4442092	GOLFLINK	
CORRESPONDENCE DATA			
Fax Number:	7032436410		
<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>			
Phone:	7032436333		
Email:	docketing@mwzb.com, mandell@mwzb.com		
Correspondent Name:	Adam D. Mandell		
Address Line 1:	2200 Clarendon Blvd., Ste 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	LTOK-0009-T		
NAME OF SUBMITTER:	Adam D. Mandell		
SIGNATURE:	/adm/		
DATE SIGNED:	09/18/2015		
Total Attachments: 4			
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TRADEMARK ASSIGNMENT

WHEREAS, Demand Media, Inc., a Delaware corporation (hereinafter "Assignor") and LoveToKnow, a California corporation (hereinafter "Assignee") are parties to that certain Asset Purchase Agreement, dated as of September 16, 2015 (the "Purchase Agreement"), pursuant to which Assignor sold, conveyed, transferred and assigned 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 Trademark Assignment is made pursuant to and is subject to all the terms of the Purchase Agreement.

[Signature page follows]

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed in its name by its duly authorized officer to be effective as of the date set forth above.

DEMAND MEDIA, INC.

By: 

Name: Daniel J. Weinrot

Title: EVP Legal & General Counsel

SCHEDULE A

Registered Trademarks

1. Golflink (US Reg. No. 4442092; Application No. 85125255)
2. Golflink (Canada Reg. No. 895014; Application No. 1,518,244)

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California)
County of Los Angeles)

On September 15, 2015, before me, Audrey Fenton,
Notary Public, personally appeared Daniel J. Weinrot, who 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.

I certify under PENALTY OF PERJURY under the laws of the State of California that the
foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Audrey Fenton
Notary Public Signature (Seal)

