

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM380269

<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.		03/30/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LoveToKnow		
<b>Street Address:</b>	1325 HOWARD AVE., SUITE 307		
<b>City:</b>	BURLINGAME		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94010		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3411127	TRAILS.COM	
<b>Registration Number:</b>	3684395	TRAILS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	7032436333		
<b>Email:</b>	docketing@mwzb.com, mandell@mwzb.com		
<b>Correspondent Name:</b>	Adam D. Mandell		
<b>Address Line 1:</b>	2200 Clarendon Blvd., Ste 1400		
<b>Address Line 4:</b>	Arlington, VIRGINIA 22201		
<b>ATTORNEY DOCKET NUMBER:</b>	LTOK-0010-X		
<b>NAME OF SUBMITTER:</b>	Adam D. Mandell		
<b>SIGNATURE:</b>	/adm/		
<b>DATE SIGNED:</b>	04/12/2016		
<b>Total Attachments: 4</b>			
source=Trails - Trademark Assignment (Executed 03.31.2016)#page1.tif			
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source=Trails - Trademark Assignment (Executed 03.31.2016)#page4.tif			

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment is entered into as of March 31, 2016 by Demand Media, Inc., a Delaware corporation ("Assignor"), in favor of LoveToKnow, a California corporation ("Assignee"). This Trademark Assignment is made pursuant to that certain Asset Purchase Agreement, dated as of the date hereof (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.

For good and valuable consideration in the amount set forth in the Purchase Agreement, the receipt, adequacy and legal sufficiency of which Assignor hereby acknowledges, 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. TRAILS.COM -- Class 41 (US Reg. No. 3,411,127; Application No. 77/167,879)
  2. TRAILS.COM -- Classes 43 & 45 (US Reg. No. 3,684,395; Application No. 77/975,241)
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**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 March 30, 2016 before me, Audrey Fenton  
(insert name and title of the officer)

personally appeared Daniel J. Weirast  
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.

Signature Audrey Fenton (Seal)

