

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
Turner Broadcasting System, Inc.		03/21/2011	CORPORATION: GEORGIA
RECEIVING PARTY DATA			
Name:	BUZZMEDIA		
Street Address:	6464 Sunset Boulevard, Suite 650		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3528811	FRISKY	
Registration Number:	3528812	FRISKY	
CORRESPONDENCE DATA			
Fax Number:	(650)938-5200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 988-8500		
Email:	trademarks@fenwick.com		
Correspondent Name:	Stephen R. Garcia		
Address Line 1:	801 California Street		
Address Line 2:	Silicon Valley Center		
Address Line 4:	Mountain View, CALIFORNIA 94041		
ATTORNEY DOCKET NUMBER:	24630-00070-1991		
NAME OF SUBMITTER:	Stephen Garcia		
Signature:	/Stephen Garcia/		

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TRADEMARK
 REEL: 004579 FRAME: 0379

Date:

07/09/2011

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Trademark Assignment") is effective as of this 21st day of March, 2011, and provided by Turner Broadcasting System, Inc., a corporation organized and existing under the laws of the State of Georgia with offices located at One CNN Center, Atlanta, Georgia 30303-2762 ("Assignor"), to BUZZMEDIA, a corporation organized and existing under the laws of the State of California with offices located at 6464 Sunset Boulevard, Suite 650, Los Angeles, CA 90028 (hereinafter "Assignee").

WHEREAS, Assignor and Assignee are parties to that certain Asset Purchase Agreement, dated as of February 4, 2011 (the "APA"), pursuant to which Assignor has agreed to sell, and Assignee has agreed to purchase, the Purchased Assets, which include the trademarks identified in Appendix A hereto (the "Marks"), which is incorporated herein by reference;

WHEREAS, Assignor is the owner of the Marks; and

WHEREAS, the execution and delivery of this Trademark Assignment is a condition precedent to the consummation of the transactions contemplated by the APA.

NOW THEREFORE, in consideration of the premises and mutual agreements hereinafter set forth, Assignor and Assignee hereto agrees as follows:

1. Sale and Transfer of Marks. For good and valuable consideration, adequacy and legal sufficiency of which are hereby acknowledged, and as contemplated in Section 1.1 of the APA, Assignor hereby sells, transfers, assigns, conveys, grants and delivers to Assignee all of Assignor's rights, title and interest in and to the Marks, including any and all applications(s) for registration and registration(s), together with the goodwill appurtenant thereto symbolized by the Marks.

2. Further Actions. Assignor covenants and agrees to assist Assignee in the defense of the sale, transfer, assignment, conveyance, grant and delivery of the Marks hereby made against all persons whomsoever, and, at the request of Assignee, to execute and deliver further instruments of transfer and assignment and take such other action as Assignee may reasonably request to more effectively transfer and assign to, and vest in, Assignee each of the Marks.

3. Terms of the APA. The terms of the APA are incorporated herein by reference. In the event of any conflict or inconsistency between the terms of the APA and the terms hereof, the terms of the APA shall govern.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have executed this
Trademark Assignment as of the date first written above.

TURNER BROADCASTING
SYSTEM, INC.

By: *[Signature]*

Name: John E. Kemple

Title: EVP & CFO

BUZZMEDIA

By: *[Signature]*

Name: David Barry

Title: EVP General Counsel

Trademark Assignment

Appendix A
Marks

Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
27327097	3528812	FRISKY	TARR	LIVE
27327070	3528811	FRISKY	TARR	LIVE