

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|------------------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--------------------|----------|----------------|-----------------------|
| Demand Media, Inc. | | 08/04/2011 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|------------------------|--|
| Name: | Silicon Valley Bank, as Administrative Agent |
| Street Address: | 2400 Hanover Street |
| City: | Palo Alto |
| State/Country: | CALIFORNIA |
| Postal Code: | 94304 |
| Entity Type: | Banking corporation: CALIFORNIA |

PROPERTY NUMBERS Total: 61

| Property Type | Number | Word Mark |
|----------------------|---------|------------------|
| Registration Number: | 3540757 | ANSWERBAG |
| Registration Number: | 2991274 | ARCADETOWN |
| Registration Number: | 2719175 | BULKREGISTER |
| Registration Number: | 3517169 | CHANNELME |
| Registration Number: | 3517170 | CHANNELME.TV |
| Registration Number: | 3866006 | CRACKED |
| Registration Number: | 3442392 | CRACKED |
| Registration Number: | 3191987 | CRACKED |
| Registration Number: | 3192052 | CRACKED MAZAGINE |
| Registration Number: | 3653545 | DARE TO |
| Registration Number: | 3671075 | DEMAND MEDIA |
| Registration Number: | 3935325 | DEMAND MEDIA |
| Registration Number: | 3913392 | DEMAND MEDIA |
| Registration Number: | 3935326 | DEMAND MEDIA |

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**TRADEMARK
 REEL: 004599 FRAME: 0303**

| | | |
|----------------------|----------|-----------------------------|
| Registration Number: | 3935327 | DEMAND MEDIA |
| Registration Number: | 3913391 | DEMAND MEDIA |
| Registration Number: | 3658780 | DEMAND STUDIOS |
| Registration Number: | 2799794 | DUPLICATE SPADES |
| Registration Number: | 2869585 | EASYJOURNAL |
| Registration Number: | 3828621 | EHOW |
| Registration Number: | 3456458 | EXPERT VILLAGE |
| Registration Number: | 3559667 | FLIGHTLEVEL350.COM |
| Registration Number: | 2517077 | FLOWGO |
| Registration Number: | 2903990 | GRAND PRIX CARD TOURNAMENTS |
| Registration Number: | 3193110 | PLUCK |
| Registration Number: | 2578576 | QUICK INSPIRATIONS |
| Registration Number: | 2594002 | RUN THE PLANET |
| Registration Number: | 3397178 | SITELIFE |
| Registration Number: | 2586102 | TOPOZONE |
| Registration Number: | 3411127 | TRAILS.COM |
| Registration Number: | 3684395 | TRAILS.COM |
| Registration Number: | 3133524 | WORLD SERIES OF BID WHIST |
| Registration Number: | 2941505 | WORLD SERIES OF EUCHRE |
| Registration Number: | 2941506 | WORLD SERIES OF HEARTS |
| Registration Number: | 3052880 | WORLD SERIES OF PINOCHLE |
| Registration Number: | 2941504 | WORLD SERIES OF SPADES |
| Registration Number: | 3778445 | YOUSTART |
| Serial Number: | 85264223 | COVERITLIVE |
| Serial Number: | 78693023 | CRACKED |
| Serial Number: | 85072915 | EHOW |
| Serial Number: | 85125255 | GOLFLINK |
| Serial Number: | 76706259 | TYPEF |
| Serial Number: | 76706258 | TYPEF |
| Serial Number: | 76706257 | TYPEF |
| Serial Number: | 76706256 | TYPEF |
| Serial Number: | 76706254 | TYPEF |
| Serial Number: | 76706253 | TYPEF |
| Serial Number: | 76706252 | TYPEF |
| Serial Number: | 76706251 | TYPEF |

| | | |
|----------------|----------|--------|
| | 76706250 | TYPEF |
| Serial Number: | 76706249 | TYPEF |
| Serial Number: | 85261314 | TYPE F |
| Serial Number: | 85261307 | TYPE F |
| Serial Number: | 85261302 | TYPE F |
| Serial Number: | 85261300 | TYPE F |
| Serial Number: | 85261297 | TYPE F |
| Serial Number: | 85261277 | TYPE F |
| Serial Number: | 85261269 | TYPE F |
| Serial Number: | 85261266 | TYPE F |
| Serial Number: | 85261259 | TYPE F |
| Serial Number: | 85261210 | TYPE F |

CORRESPONDENCE DATA

Fax Number: (214)981-3400
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 214-981-3483
Email: dclark@sidley.com
Correspondent Name: Dusan Clark, Esq.
Address Line 1: Sidley Austin LLP
Address Line 2: 717 N. Harwood St., Suite 3400
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 51285-31850

NAME OF SUBMITTER: Dusan Clark

Signature: /Dusan Clark/

Date: 08/05/2011

Total Attachments: 12

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

This Intellectual Property Security Agreement, dated as of August 4, 2011, is made by DEMAND MEDIA, INC. ("*Grantor*") in favor of SILICON VALLEY BANK, as administrative agent (together with its successors, in such capacity, the "*Administrative Agent*") for the banks and other financial institutions or entities (each a "*Lender*" and, collectively, the "*Lenders*") from time to time parties to that certain Credit Agreement, dated as of the date hereof (as amended, amended and restated, supplemented, restructured or otherwise modified, renewed or replaced from time to time, the "*Credit Agreement*"), among Grantor, the Lenders party thereto and the Administrative Agent.

RECITALS

A. The Lenders have agreed to make certain advances of money and to extend certain financial accommodation to Grantor (the "*Loans*") in the amounts and manner set forth in the Credit Agreement. The Lenders are willing to make the Loans to Grantor, but only upon the condition, among others, that Grantor shall grant to the Administrative Agent a security interest in certain Copyrights, Trademarks and Patents to secure the obligations of Grantor under the Credit Agreement and the other Loan Documents. Capitalized terms used but not otherwise defined herein shall have the meanings given to them in the Credit Agreement.

B. Pursuant to the terms of the Guarantee and Collateral Agreement, Grantor has granted to Administrative Agent a security interest in all of Grantor's right, title and interest, whether presently existing or hereafter acquired, in, to and under all of the Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, as collateral security for the prompt and complete payment when due of its obligations under the Credit Agreement, Grantor hereby represents, warrants, covenants and agrees as follows:

AGREEMENT

To secure its obligations under the Credit Agreement and the other Loan Documents, Grantor grants and pledges to Administrative Agent, for the ratable benefit of the Secured Parties, a security interest in all of Grantor's right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Schedules A, B and C hereto), and including without limitation all proceeds thereof (such as, by way of example but not by way of limitation, license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, all rights corresponding thereto throughout the world and all re-issues, divisions, continuations, renewals, extensions and continuations-in-part thereof.

This security interest is granted in conjunction with the security interest granted to Administrative Agent under the Guarantee and Collateral Agreement. The rights and remedies of Administrative Agent with respect to the security interest granted hereby are in addition to those set forth in the Credit Agreement, the Guarantee and Collateral Agreement and the other Loan Documents, and those which are now or hereafter available to Administrative Agent or any Lender as a matter of law or equity. Each right, power and remedy of Administrative Agent provided for herein or in the Credit Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity shall be cumulative and concurrent and shall be in addition to every right, power or remedy provided for herein and the exercise by Administrative Agent of any one or more of the rights, powers or remedies provided for in this Intellectual Property Security Agreement, the Credit Agreement or any of the other Loan Documents, or now or hereafter existing at law or in equity, shall not preclude the simultaneous or later exercise by any person, including Administrative Agent, of any or all other rights, powers or remedies.

TRADEMARK

REEL: 004599 FRAME: 0306

IN WITNESS WHEREOF, the parties have cause this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

IN WITNESS WHEREOF, the parties have cause this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

DEMAND MEDIA, INC.

By:  _____

Title: PRESIDENT + CFO

BANK:

SILICON VALLEY BANK, as
Administrative Agent

By: _____

Title: _____

TRADEMARK

REEL: 004599 FRAME: 0308.

IN WITNESS WHEREOF, the parties have cause this Intellectual Property Security Agreement to be duly executed by its officers thereunto duly authorized as of the first date written above.

GRANTOR:

DEMAND MEDIA, INC.

By: _____

Title: _____

BANK:

SILICON VALLEY BANK, as
Administrative Agent

By: Victoria Regan

Title: Relationship Mgr

TRADEMARK

REEL: 004599 FRAME: 0309

EXHIBIT A

Copyrights

| <u>Registration No.</u> | <u>Registration Date</u> | <u>Work of Authorship</u> |
|-------------------------|--------------------------|---|
| TX 6-881-755 | 10/14/2008 | How to Get a Bad-Credit Personal Loan |
| TX 6-883-654 | 10/20/2008 | Hot to Get a No-Credit-Check Personal Loan |
| TX 6-883-655 | 10/20/2008 | How to Convert a Vehicle to Natural Gas |
| TX 6-883-612 | 10/20/2008 | How to Lose Weight Fast |
| TX 6-883-678 | 10/20/2008 | How to Find People's Cell Phone Numbers |
| TX 6-884-315 | 10/21/2008 | How to Recognize the Symptoms of Liver Disease |
| TX 6-884-308 | 10/21/2008 | How to Get a Student Loan With Bad Credit |
| TX 6-884-305 | 10/21/2008 | How to Become an Ultrasound Technician |
| TX 7-322-460 | 2/8/2011 | You Might Be a Zombie and Other Bad News: Shocking but Utterly True Facts |

EXHIBIT B

Patents

| Docket No. | Title | App. No. | Filed | Grant No. | Grant Date | Expiry |
|------------------|--|------------|-----------|-----------|------------|-----------|
| 104128-200800/US | METHOD FOR DOMAIN NAME REGISTRATION AND A CORRESPONDING APPARATUS | 11/295,122 | 05-Dec-05 | 7539774 | 26-May-09 | 05-Dec-25 |
| 104128-213201/US | METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR SAVING A SEARCH RESULT WITHIN A GLOBAL COMPUTER NETWORK | 10/578,411 | 05-May-06 | 7593982 | 22-Sep-09 | 18-Apr-25 |
| 104128-213301/US | METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR SHARING INFORMATION WITHIN A GLOBAL COMPUTER NETWORK | 10/578,416 | 05-May-06 | 7603437 | 13-Oct-09 | 18-Apr-25 |
| 104128-213501/US | METHOD, SYSTEM, AND COMPUTER PROGRAM FOR TRANSLATING INFORMATION FOR COMPATIBILITY WITH AN INFORMATION HANDLING SYSTEM | 10/578,417 | 05-May-06 | 7526573 | 28-Apr-09 | 18-Apr-25 |
| 104128-213601/US | METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR SYNCHRONIZING INFORMATION WITHIN A GLOBAL COMPUTER NETWORK | 10/578,415 | 18-Apr-05 | 7716371 | 11-May-10 | 05-Jul-25 |

| Docket No. | Title | App. No. | Filed | Grant No. | Grant Date | Expiry |
|------------------|---|------------|-----------|-----------|------------|-----------|
| 104128-213701/US | METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR CATALOGING A GLOBAL COMPUTER NETWORK | 11/956,192 | 13-Dec-07 | 7788322 | 31-Aug-10 | 02-Jan-27 |
| 104128-214500/US | METHOD AND SYSTEM FOR PROVIDING STATIC ADDRESSES FOR INTERNET CONNECTED DEVICES EVEN IF THE UNDERLYING ADDRESS IS DYNAMIC | 09/899,829 | 05-Jul-01 | 7359987 | 15-Apr-08 | 05-Jul-21 |
| 104128-214501/US | A METHOD AND SYSTEM FOR MAPPING A DOMAIN NAME WITH NO ASSOCIATED ADDRESS TO AN ADDRESS | 11/406,918 | 18-Apr-06 | 7783780 | 24-Aug-10 | 10-Sep-21 |

| Docket No. | Title | Country | App. No. | Filed |
|------------------|---|---------|------------|-----------|
| 104128-200100/US | SYSTEMS AND METHODS TO FACILITATE SOCIAL MEDIA | US | 12/245,613 | 03-Oct-08 |
| 104128-200301/US | METHODS AND SYSTEMS TO FACILITATE KEYWORD BID ARBITRAGE WITH MULTIPLE ADVERTISEMENT PLACEMENT PROVIDERS | US | 12/111,912 | 29-Apr-08 |
| 104128-200400/US | VIRTUAL VIDEO MESSAGE ANSWERING MACHINE PLATFORM | US | 11/743,649 | 02-May-07 |
| 104128-200500/US | CROSS TAXONOMY NAVIGATION FROM A BREAD CRUMB IN A GRAPHICAL USER INTERFACE | US | 11/747,837 | 11-May-07 |

| Docket No. | Title | Country | App. No. | Filed |
|------------------|---|---------|------------|-----------|
| 104128-200600/US | PLATFORM FOR ENABLING VOICE COMMANDS TO RESOLVE PHONEME BASED DOMAIN NAME REGISTRATIONS | US | 11/937,436 | 08-Nov-07 |
| 104128-200901/US | USER GENERATED CONTENT PUBLISHING SYSTEM | US | 11/851,243 | 06-Sep-07 |
| 104128-201000/US | METHOD AND SYSTEM FOR DYNAMICALLY DIGITAL RIGHTS BUILDING | US | 11/331,829 | 13-Jan-06 |
| 104128-213401/US | METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR AUTOMATICALLY PERFORMING AN OPERATION IN RESPONSE TO INFORMATION | US | 10/578,606 | 05-May-06 |
| 104128-213800/EP | METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR MANAGING INFORMATION IN A COMPUTER NETWORK | EPO | 7750464.5 | 09-Feb-07 |
| 104128-213801/US | METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR MANAGING INFORMATION IN A COMPUTER NETWORK | US | 12/278,965 | 08-Aug-08 |
| 104128-214200/US | METHOD AND SYSTEM FOR RANKING OF KEYWORDS FOR PROFITABILITY | US | 12/337,550 | 17-Dec-08 |
| 104128-217400/US | PROVIDING A RESULT WITH A REQUESTED ACCURACY USING INDIVIDUALS PREVIOUSLY ACTING WITH A CONSENSUS | US | 12/706,927 | 17-Feb-10 |
| 104128-217501/US | RULE-BASED SYSTEM AND METHOD TO ASSOCIATE ATTRIBUTES TO TEXT STRINGS | US | 12/828,200 | 30-Jun-10 |
| 104128-217800/US | EVALUATING SEARCH QUERIES TO IDENTIFY TITLES FOR CONTENT PRODUCTION | US | 12/826,524 | 29-Jun-10 |
| 104128-217900/US | SYSTEMS, METHODS AND MACHINE READABLE MEDIUMS TO SELECT A TITLE FOR CONTENT PRODUCTION | US | 12/856,477 | 13-Aug-10 |
| 104128-218600/US | SYSTEMS, METHODS, AND MACHINE-READABLE STORAGE MEDIA FOR PRESENTING ANIMATIONS OVERLYING MULTIMEDIA FILES | US | 12/859,215 | 18-Aug-10 |
| 104128-219200/US | SYSTEMS AND METHODS FOR KEYWORD ANALYZER | US | 12/877,935 | 08-Sep-10 |

| Docket No. | Title | Country | App. No. | Filed |
|------------------|--|---------|------------|-----------|
| 104128-219801/US | SYSTEM AND METHOD FOR AUTOMATED RESPONSES TO INFORMATION NEEDS ON WEBSITES | US | 13/012,758 | 24-Jan-11 |

EXHIBIT C

Trademarks

| Registration No. | Registration Date | Filing Date | Mark |
|-------------------------|--------------------------|--------------------|--|
| 3540757 | 12/2/2008 | 11/7/2006 | Answerbag |
| 2,991,274 | 9/6/2005 | 2/17/2004 | Arcadetown |
| 2,719,175 | 5/27/2003 | 7/18/2002 | Bulk Register |
| 3517169 | 10/14/2008 | 2/12/2007 | ChannelMe |
| 3517170 | 10/14/2008 | 2/12/2007 | ChannelMe.TV |
| 3866006 | 10/19/2010 | 8/15/2005 | Cracked |
| 3442392 | 6/3/2008 | 8/15/2005 | Cracked |
| 3,191,987 | 1/2/2007 | 8/9/2005 | Cracked |
| 3,192,052 | 1/2/2007 | 8/15/2005 | Cracked Magazine |
| 3653545 | 7/14/2009 | 6/30/2008 | Dare To |
| 3671075 | 8/18/2009 | 7/3/2006 | Demand Media |
| 3935325 | 3/22/2011 | 11/20/2009 | Demand Media |
| 3913392 | 2/1/2011 | 4/27/2010 | Demand Media |
| 3935326 | 3/22/2011 | 11/20/2009 | Demand Media |
| 3935327 | 3/22/2011 | 11/20/2009 | Demand Media |
| 3913391 | 2/1/2011 | 4/27/2010 | Demand Media |
| 3658780 | 7/21/2009 | 9/25/2007 | Demand Studios |
| 2,799,794 | 12/30/2003 | 6/17/2002 | Duplicate Spades |
| 2,869,585 | 8/3/2004 | 7/22/2003 | Easyjournal |
| 3828621 | 8/3/2010 | 9/26/2005 | eHow |
| 3,456,458 | 7/1/2008 | 4/16/2007 | Expert Village |
| 3,559,667 | 1/13/2009 | 9/25/2007 | Flightlevel350.com |
| 2,517,077 | 12/11/2001 | 11/21/2000 | Flowgo |
| 2,903,990 | 11/16/2004 | 1/28/2004 | Grand Prix Card Tournaments |
| 3,193,110 | 1/2/2007 | 78814213 | Pluck |
| 2,578,576 | 6/11/2002 | 9/20/2001 | Quick Inspirations |
| 2,594,002 | 7/16/2002 | 12/4/2000 | Run the Planet |

| Registration No. | Registration Date | Filing Date | Mark |
|------------------|-------------------|-------------|--------------------------------|
| 3,397,178 | 3/18/2008 | 12/20/2006 | Sitelife |
| 2,586,102 | 6/25/2002 | 2/25/2000 | Topozone |
| 3,411,127 | 4/8/2008 | 4/27/2007 | Trails.com [Supp. Register] |
| 3,684,395 | 9/15/2009 | 4/27/2007 | Trails.com |
| 3133524 | 8/22/2006 | 7/6/2004 | World Series of Bid Whist |
| 2941505 | 4/19/2005 | 4/26/2004 | World Series of Euchre |
| 2941506 | 4/19/2005 | 4/26/2004 | World Series of Hearts |
| 3052880 | 1/31/2006 | 2/7/2005 | World Series of Pinochle |
| 2941504 | 4/19/2005 | 4/26/2004 | World Series of Spades |
| 3778445 | 4/20/2010 | 2/2/2007 | Youstart |

| Application No. | Filing Date | Mark |
|-----------------|-------------|-------------|
| 85264223 | 3/11/2011 | CoveritLive |
| 78693023 | 8/15/2005 | Cracked |
| 85072915 | 6/28/2010 | eHow |
| 85125255 | 9/8/2010 | GolfLink |
| 76706259 | 1/31/2011 | TypeF |
| 76706258 | 1/31/2011 | TypeF |
| 76706257 | 1/31/2011 | TypeF |
| 76706256 | 1/31/2011 | TypeF |
| 76706254 | 1/31/2011 | TypeF |
| 76706253 | 1/31/2011 | TypeF |
| 76706252 | 1/31/2011 | TypeF |
| 76706251 | 1/31/2011 | TypeF |
| 76706250 | 1/31/2011 | TypeF |
| 76706249 | 1/31/2011 | TypeF |
| 85261314 | 3/8/2011 | TypeF Logo |
| 85261307 | 3/8/2011 | TypeF Logo |
| 85261302 | 3/8/2011 | TypeF Logo |

| Application No. | Filing Date | Mark |
|------------------------|--------------------|-------------------|
| 85261300 | 3/8/2011 | TypeF Logo |
| 85261297 | 3/8/2011 | TypeF Logo |
| 85261277 | 3/8/2011 | TypeF Logo |
| 85261269 | 3/8/2011 | TypeF Logo |
| 85261266 | 3/8/2011 | TypeF Logo |
| 85261259 | 3/8/2011 | TypeF Logo |
| 85261210 | 3/8/2011 | TypeF Logo |