

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324588

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Release of Intellectual Property Security Interest at Reel/Frame No. 5099/0695

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Silicon Valley Bank		11/28/2014	banking corporation: CALIFORNIA

RECEIVING PARTY DATA

Name:	Demand Media, Inc.
Street Address:	1655 26th Street
City:	Santa Monica
State/Country:	CALIFORNIA
Postal Code:	90404
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 54

Property Type	Number	Word Mark
Serial Number:	85971922	SOCIETY6
Serial Number:	85971062	SOCIETY6
Serial Number:	85971057	SOCIETY6
Serial Number:	85811583	CRACKED
Serial Number:	85811582	DEMAND MEDIA
Serial Number:	85811577	EHOW
Serial Number:	85685700	HOTKEYS
Serial Number:	85685691	HOTKEYS
Serial Number:	85434553	EHOW
Serial Number:	85428036	DM
Serial Number:	85408176	INDIECLICK
Serial Number:	85394857	RSS GRAFFITI
Serial Number:	85261314	TYPE F
Serial Number:	85261269	TYPE F
Serial Number:	85261266	TYPE F
Serial Number:	85261259	TYPE F
Serial Number:	85261210	TYPE F
Serial Number:	85125255	GOLFLINK
Serial Number:	85072915	EHOW

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	85024461	DEMAND MEDIA
Serial Number:	85024458	DEMAND MEDIA
Serial Number:	78981406	CRACKED
Serial Number:	78921932	DEMAND MEDIA
Serial Number:	78814213	PLUCK
Serial Number:	78693032	CRACKED
Serial Number:	78689016	CRACKED
Serial Number:	78277487	EASYJOURNAL
Serial Number:	77975241	TRAILS.COM
Serial Number:	77877394	DEMAND MEDIA
Serial Number:	77877393	DEMAND MEDIA
Serial Number:	77877390	DEMAND MEDIA
Serial Number:	77511395	DARE TO
Serial Number:	77288633	FLIGHTLEVEL350.COM
Serial Number:	77288626	DEMAND STUDIOS
Serial Number:	77167879	TRAILS.COM
Serial Number:	77157430	EXPERT VILLAGE
Serial Number:	77105173	CHANNELME.TV
Serial Number:	77105060	CHANNELME
Serial Number:	77068404	SITELIFE
Serial Number:	77038975	ANSWERBAG
Serial Number:	77007837	EHOW
Serial Number:	76706259	TYPEF
Serial Number:	76706257	TYPEF
Serial Number:	76706256	TYPEF
Serial Number:	76706253	TYPEF
Serial Number:	76706252	TYPEF
Serial Number:	76575982	ARCADETOWN
Serial Number:	76573670	GRAND PRIX CARD TOURNAMENTS
Serial Number:	76431795	BULKREGISTER
Serial Number:	76422259	DUPLICATE SPADES
Serial Number:	76315406	QUICK INSPIRATIONS
Serial Number:	76175296	RUN THE PLANET
Serial Number:	75928408	TOPOZONE
Serial Number:	77098203	YOUSTART

CORRESPONDENCE DATA

Fax Number:

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

REEL: 005409 FRAME: 0576

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: ipdocket@lw.com
Correspondent Name: Latham & Watkins LLP
Address Line 1: 650 Town Center Drive, Suite 2000
Address Line 4: Costa Mesa, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	042280-0046
NAME OF SUBMITTER:	Rhonda DeLeon
SIGNATURE:	/Rhonda DeLeon/
DATE SIGNED:	11/28/2014

Total Attachments: 9

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RELEASE OF INTELLECTUAL PROPERTY SECURITY INTEREST

November 28, 2014

WHEREAS, pursuant to (i) that certain Intellectual Property Security Agreement, dated as of August 29, 2013 (as amended or supplemented from time to time, the “*IP Security Agreement*”), (i) recorded in the United States Patent and Trademark Office on August 29, 2013 at Reel/Frame 5099/0695 against the Trademarks and at Reel/Frame 31123/0671 against the Patents and (ii) filed in the United States Copyright Office on August 30, 2013, DEMAND MEDIA, INC., a Delaware corporation (the “*Releasee*”) granted and pledged to SILICON VALLEY BANK (“*Releasor*”), for the ratable benefit of the Secured Parties, a security interest in all of Releasee’s right, title and interest in, to and under its Intellectual Property (including without limitation those Copyrights, Patents and Trademarks listed on Exhibits A, B and C hereto) (collectively, the “*IP Collateral*”); and

WHEREAS, Releasee has requested and Administrative Agent has agreed to provide a document suitable for recording in the United States Patent and Trademark Office and the United States Copyright Office evidencing and effecting the release, relinquishment and discharge of its security interest in the IP Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Administrative Agent hereby agrees as follows:

1. *Defined Terms.* All capitalized terms used but not otherwise defined herein have the meanings given to them in the IP Security Agreement.

2. *Release of Security Interest.* Administrative Agent hereby, without any representation and warranty and without any recourse to Administrative Agent, releases, relinquishes and discharges its security interest in the IP Collateral.

[Signature Page Follows]

IN WITNESS WHEREOF, the Administrative Agent has caused this Release to be executed by its duly authorized officer.

SILICON VALLEY BANK,
as Administrative Agent

By: Victoria Regan

Name: Victoria Regan

Title: Managing Director

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

NO.	PATENT NO./ SERIAL NO.	DATE ISSUED/ DATE FILED	TITLE:
1.	13894199	5/14/2013	GENERATING A PLAYLIST BASED ON CONTENT META DATA AND USER PARAMETERS
2.	13869758	4/24/2013	SYSTEMS AND METHODS FOR DETERMINING CONTENT POPULARITY BASED ON SEARCHES
3.	13869826	4/24/2013	SYSTEMS AND METHODS FOR PREDICTING REVENUE FOR WEB-BASED CONTENT
4.	13285874	10/31/2011	SYSTEMS AND METHODS FOR RECOMMENDED CONTENT PLATFORM
5.	13560906	7/27/2012	SYSTEMS AND METHODS FOR TIME AND SPACE ALGORITHM USE
6.	13560834	7/27/2012	SYSTEMS AND METHODS FOR PSYCHOGRAPHIC TILTING
7.	13539152	6/29/2012	PROVIDING A RESULT WITH A REQUESTED ACCURACY USING INDIVIDUALS PREVIOUSLY ACTING WITH A CONSENSUS
8.	8473338 13530479	6/25/2013 6/22/2012	METHODS AND SYSTEMS TO FACILITATE KEYWORD BID ARBITRAGE WITH MULTIPLE ADVERTISEMENT PLACEMENT PROVIDERS
9.	13479666	5/24/2012	PRESENTING CONTENT BUILT AROUND WORD PHRASES SELECTED FOR PROFITABILITY
10.	13012758	1/24/2011	SYSTEM AND METHOD FOR AUTOMATED RESPONSES TO INFORMATION NEEDS ON WEBSITES
11.	12877935	9/8/2010	SYSTEMS AND METHODS FOR KEYWORD ANALYZER
12.	12859215	8/18/2010	SYSTEMS, METHODS AND MACHINE-READABLE STORAGE MEDIA FOR PRESENTING ANIMATIONS OVERLYING MULTIMEDIA
13.	12856477	8/13/2010	SYSTEMS, METHODS AND MACHINE-READABLE MEDIUMS TO SELECT A TITLE FOR CONTENT PRODUCTION

NO.	PATENT NO/ SERIAL NO.	DATE ISSUED/ DATE FILED	TITLE:
14.	12826524	6/29/2010	SYSTEMS AND METHOD FOR EVALUATING SEARCH QUERIES TO IDENTIFY TITLES FOR CONTENT PRODUCTION
15.	12828200	6/30/2010	RULE-BASED SYSTEM AND METHOD TO ASSOCIATE ATTRIBUTES TO TEXT STRINGS
16.	8290812 12706927	10/16/2012 2/17/2010	PROVIDING A RESULT WITH A REQUESTED ACCURACY USING INDIVIDUALS PREVIOUSLY ACTING WITH A CONSENSUS
17.	8200678 13187212	6/12/2012 7/20/2011	PRESENTING CONTENT BUILT AROUND WORD PHRASES SELECTED FOR PROFITABILITY
18.	8001131 12337550	8/16/2011 12/17/2008	METHOD AND SYSTEM FOR RANKING OF KEYWORDS FOR PROFITABILITY
19.	12245613	10/3/2008	SYSTEMS AND METHODS TO FACILITATE SOCIAL MEDIA
20.	8082272 12278965	12/20/2011 8/8/2008	METHOD, SYSTEM, AND COMPUTER PROGRAM PRODUCT FOR MANAGING INFORMATION IN A COMPUTER NETWORK
21.	8271901 11747837	9/18/2012 5/11/2007	CROSS TAXONOMY NAVIGATION FROM A BREAD CRUMB IN A GRAPHICAL USER INTERFACE
22.	8244578 12111912	8/14/2012 4/29/2008	METHODS AND SYSTEMS TO FACILITATE KEYWORD BID ARBITRAGE WITH MULTIPLE ADVERTISEMENT PLACEMENT PROVIDERS
23.	11851243	9/6/2007	USER GENERATED PUBLISHING SYSTEM
24.	11331829	1/13/2006	METHOD AND SYSTEM FOR DYNAMIC DIGITAL RIGHTS BUNDLING
25.	10578606	5/5/2006	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR AUTOMATICALLY PERFORMING AN OPERATION IN RESPONSE TO INFORMATION
26.	7788322 11956192	8/31/2010 12/13/2007	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR CATALOGING CONTENT ON A GLOBAL COMPUTER NETWORK
27.	7716371 10578415	5/11/2010 5/5/2006	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR SYNCHRONIZING INFORMATION WITHIN A GLOBAL COMPUTER NETWORK

NO.	PATENT NO/ SERIAL NO.	DATE ISSUED/ DATE FILED	TITLE:
28.	7603437 10578416	10/13/2009 5/5/2006	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR SHARING INFORMATION WITHIN A GLOBAL COMPUTER NETWORK
29.	7593982 10578411	9/22/2009 5/5/2006	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR SAVING A SEARCH RESULT WITHIN A GLOBAL COMPUTER NETWORK
30.	7256573 10578417	4/28/2009 5/5/2006	METHOD, SYSTEM AND COMPUTER PROGRAM PRODUCT FOR TRANSLATING INFORMATION FOR COMPATIBILITY WITHIN AN INFORMATION HANDLING SYSTEM

EXHIBIT C

Trademarks

NO.	MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
1.	SOCIETY6	85971922	6/27/2013		
2.	SOCIETY6	85971062	6/26/2013		
3.	SOCIETY6	85971057	6/26/2013		
4.	CRACKED	85811583	12/27/2012		
5.	DEMAND MEDIA	85811582	12/27/2012		
6.	EHOW	85811577	12/27/2012		
7.	HOTKEYS	85685700	7/24/2012	4301379	3/12/2013
8.	HOTKEYS	85685691	7/24/2012		
9.	EHOW <i>Stylized Letters</i> 	85434553	9/28/2011	4146569	5/22/2012
10.	DM <i>Stylized Letters</i> 	85428036	9/21/2011	4248584	11/27/2012
11.	INDIECLICK	85408176	8/26/2011	4111966	3/13/2012
12.	RSS GRAFFITI	85394857	8/10/2011	4220536	10/9/2012
13.	TYPE F	85261314	3/8/2011	4136749	5/1/2012
14.	TYPE F	85261269	3/8/2011	4246644	11/20/2012
15.	TYPE F	85261266	3/8/2011	4136748	3/16/2012
16.	TYPE F	85261259	3/8/2011	4246643	11/20/2012
17.	TYPE F	85261210	3/8/2011	4246641	11/20/2012
18.	GOLFLINK	85125255	9/8/2010		
19.	EHOW	85072915	6/28/2010	3991147	7/5/2011
20.	DEMAND MEDIA	85024461	4/27/2010	3913392	2/1/2011
21.	DEMAND MEDIA	85024458	4/27/2010	3913391	2/1/2011
22.	CRACKED	78981406	8/15/2005	3866006	10/19/2010
23.	DEMAND MEDIA	78921932	7/3/2006	3671075	8/18/2009
24.	PLUCK	78814213	2/14/2006	3193110	1/2/2007

NO.	MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
25.	CRACKED	78693032	8/15/2005	3442392	6/3/2008
26.	CRACKED	78689016	8/9/2005	3191987	1/2/2007
27.	EASYJOURNAL	78277487	7/22/2003	2869585	8/3/2004
28.	TRAILS.COM	77975241	4/27/2007	3684395	9/15/2009
29.	DEMAND MEDIA	77877394	11/20/2009	3935327	3/22/2011
30.	DEMAND MEDIA	77877393	11/20/2009	3935326	3/22/2011
31.	DEMAND MEDIA	77877390	11/20/2009	3935325	3/22/2011
32.	DARE TO	77511395	6/30/2008	3653545	7/14/2009
33.	FLIGHTLEVEL350. COM	77288633	9/25/2007	3559667	1/13/2009
34.	DEMAND STUDIOS	77288626	9/25/2007	3658780	7/21/2009
35.	TRAILS.COM	77167879	4/27/2007	3411127	4/8/2008
36.	EXPERT VILLAGE	77157430	4/16/2007	3456458	7/1/2008
37.	CHANNELME.TV	77105173	2/12/2007	3517170	10/14/2008
38.	CHANNELME	77105060	2/12/2007	3517169	10/14/2008
39.	SITELIFE	77068404	12/20/2006	3397178	3/18/2008
40.	ANSWERBAG	77038975	11/7/2006	3540757	12/2/2008
41.	EHOW	77007837	9/26/2006	3828621	8/3/2010
42.	TYPEF	76706259	1/31/2011	4139298	5/8/2012
43.	TYPEF	76706257	1/31/2011	4234264	10/30/2012
44.	TYPEF	76706256	1/31/2011	4139297	5/8/2012
45.	TYPEF	76706253	1/31/2011	4234263	10/30/2012
46.	TYPEF	76706252	1/31/2011	4234262	10/30/2012
47.	ARCADETOWN	76575982	2/17/2004	2991274	9/6/2005
48.	GRAND PRIX CARD TOURNAMENTS	76573670	1/28/2004	2903990	11/16/2004
49.	BULKREGISTER	76431795	7/18/2002	2719175	5/27/2003
50.	DUPLICATE SPADES	76422259	6/17/2002	2799794	8/7/1998
51.	QUICK INSPIRATIONS	76315406	9/20/2001	2578576	6/11/2002
52.	RUN THE PLANET	76175296	12/4/2000	2594002	7/16/2002

NO.	MARK	SERIAL NO.	DATE FILED	REG. NO.	DATE REG.
53.	TOPOZONE	75928408	2/25/2000	2586102	6/25/2002
54.	YOUSTART	77098203	2/2/2007	3778445	4/20/2010