



UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

DIVISION OF  
CORPORATION FINANCE

Mail Stop 3561

August 8, 2018

Gillian Munson  
Chief Financial Officer  
XO Group, Inc.  
195 Broadway, 25<sup>th</sup> Floor  
New York, New York 10007

**Re: XO Group, Inc.**  
**Form 10-K for the Fiscal Year Ended December 31, 2017**  
**Filed March 2, 2018**  
**File No. 1-35217**

Dear Ms. Munson:

We have completed our review of your filing. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Sincerely,

/s/ William H. Thompson

William H. Thompson  
Accounting Branch Chief  
Office of Consumer Products

cc: Ryan Dopkin  
Director, Corporate Accounting