

ASSIGNMENT OF TRADEMARK

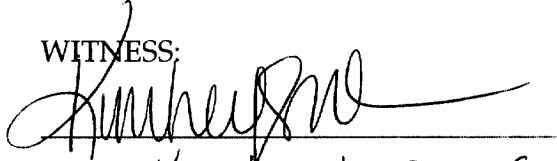
This Assignment is made as of August 14, 1998 among DOUGLAS LAMBERT AND JENNY LAMBERT, each an individual resident of Florida ("Assignors"), and LIFESTYLE MEDIA PROPERTIES, INC., a Delaware corporation having its registered address at 1013 Centre Road, Wilmington, Delaware 19805 ("Assignee").

Assignors have adopted and is using in its business the following trademarks (the "Trademarks") for which registration has been granted by the United States Patent and Trademark Office:

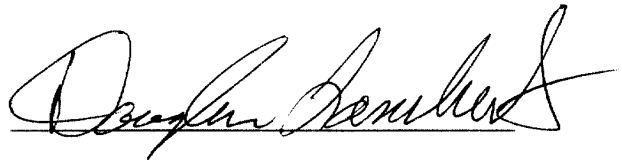
<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
BILLIONAIRE	1,559,779	October 10, 1989
MILLIONAIRE	1,570,858	December 12, 1989

Assignee wishes to acquire the Trademarks and their registrations. Therefore, for the sum of One Dollar and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignors hereby assigns to Assignee their entire right, title and interest in and to the Trademarks and the registrations thereof, together with the goodwill of the business appurtenant to and symbolized by the Trademarks and their registration.

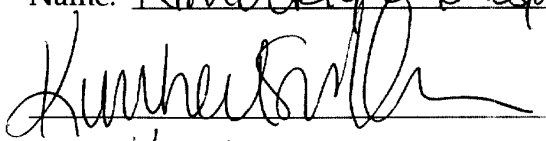
WITNESS:



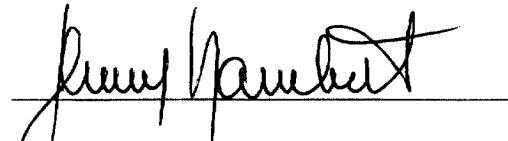
Name: Kimberly S. D'Espres



Name: Douglas Lambert



Name: Kimberly S. D'Espres

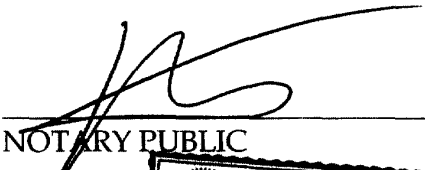


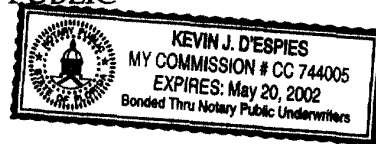
Name: Jenny Lambert

STATE OF Florida)
)
COUNTY OF Broward) SS:

Before me, a Notary Public in and for said County and State, personally appeared Douglas Lambert, known to be or satisfactorily proven to be the person whose name was subscribed to the within Assignment of Trademarks, and acknowledged that he executed the same as his voluntary act and deed for the purposes and consideration therein expressed and in the capacity therein given.

Therefore, I have set my hand and affixed my official seal on August 14, 1998.




NOTARY PUBLIC
(SEAL) 

STATE OF Florida)
)
COUNTY OF Broward) SS:

Before me, a Notary Public in and for said County and State, personally appeared Jenny Lambert, known to be or satisfactorily proven to be the person whose name was subscribed to the within Assignment of Trademarks, and acknowledged that he executed the same as his voluntary act and deed for the purposes and consideration therein expressed and in the capacity therein given.

Therefore, I have set my hand and affixed my official seal on August 14, 1998.



NOTARY PUBLIC
(SEAL) 