

04-18-2003



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

RI

102423591

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Meijer Inc.

4-17-03

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date:

2. Name and address of receiving party(ies)

Name: C Squared TV LLC Internal Address:

Street Address: 14925 Ventura Blvd., Ste. 300 City: Sherman Oaks State: CA Zip: 91408

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other LLC

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 75/941,923

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Daniel M. Cislo, Esq.

Internal Address: Cislo & Thomas LLP

Street Address: 233 Wilshire Boulevard, Suite 900

City: Santa Monica State: CA Zip: 90401-1211

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number: 03-2030

DO NOT USE THIS SPACE

9. Signature.

Daniel M. Cislo, Esq. Name of Person Signing

Signature

4-11-03 Date

Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

04/17/2003 ECOOPER 00000231 75941923

01 FC:0521

40.00 OP

TRADEMARK REEL: 002714 FRAME: 0666

TRADEMARK ASSIGNMENT

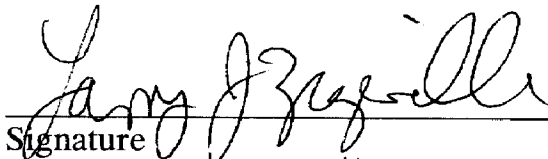
WHEREAS, the undersigned MEIJER INC., a Michigan corporation having its principal place of business located at 2929 Walker, NW, Grand Rapids, Michigan 49544-9428 (hereinafter ASSIGNOR), has developed a business pertaining to the use in commerce of the mark **BUSYMOM.COM** for (hereinafter the MARK), and has filed a United States trademark application which application has been designated Serial No. 75/941,923; and,

WHEREAS, C SQUARED TV LLC, a California corporation having its principal place of business located at 14925 Ventura Boulevard, Suite 300, Sherman Oaks, California 91403 (hereinafter ASSIGNEE), is desirous of acquiring any trademark rights associated with the MARK and the goodwill and business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the assets of the business, the MARK and the goodwill and business symbolized thereby.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 4th day of February, 2003.

ASSIGNOR



Signature

Larry J. Zigarella

Senior Vice President Merchandising
Printed Name, Title

LEGAL Am

Exhibit B

RECORDED: 04/17/2003

TRADEMARK
REEL: 002714 FRAME: 0667