

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Worth Media LLC		06/20/2003	Limited Liability Company: DELAWARE

RECEIVING PARTY DATA	
Name:	CurtCo Publishing, LLC
Street Address:	29160 Heathercliff Road
Internal Address:	Suite 200
City:	Malibu
State/Country:	CALIFORNIA
Postal Code:	90265
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 11		
Property Type	Number	Word Mark
Registration Number:	1914173	CIVILIZATION
Registration Number:	2127367	CONFERENCE CALL
Registration Number:	2250037	EQUITY
Registration Number:	2421621	EQUITY
Registration Number:	2143761	THE AMERICAN BENEFACITOR
Registration Number:	2046796	THE AMERICAN BENEFACITOR
Registration Number:	2321063	THE CULTURAL SEARCH ENGINE
Registration Number:	2153340	WEEK'S WORTH
Registration Number:	1780221	WORTH
Registration Number:	2320944	WORTH FINANCIAL INTELLIGENCE
Registration Number:	2140060	WORTH ONLINE

CORRESPONDENCE DATA	
Fax Number:	(949)760-9502

**CH \$290.00 1914173**

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (949) 760-0404  
Email: [efiling@kmob.com](mailto:efiling@kmob.com)  
Correspondent Name: Steven J. Nataupsky  
Address Line 1: 2040 Main Street  
Address Line 2: Fourteenth Floor  
Address Line 4: Irvine, CALIFORNIA 92614

ATTORNEY DOCKET NUMBER:	CRTCO.009T/011T/012T/013T
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NAME OF SUBMITTER:	Grace E. Kim
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Total Attachments: 4 source=4196_001#page1.tif source=4196_001#page2.tif source=4196_001#page3.tif source=4196_001#page4.tif
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## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is dated as of June 20, 2003 (this "Assignment") between Worth Media LLC, a Delaware limited liability company (the "Assignor"), and CurtCo Publishing, LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, Assignor, Worth LLC, a Delaware limited liability company, Benefactor LLC, a Delaware limited liability company and Civilization LLC, a Delaware limited liability company (collectively, the "Sellers") and Assignee have entered into an Asset Purchase Agreement dated as of May 29, 2003 (as the same has been amended or modified, the "Agreement") providing for, among other things, the sale, conveyance, transfer and delivery by the Sellers of all right, title and interest in and to Intellectual Property principally relating to the Publications, including trademarks, certain of which are listed on the attached Schedule A (collectively, the "Marks"). Any defined term not specifically defined herein shall have the meaning specified in the Agreement.

NOW, THEREFORE, in consideration of the Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignment. The Assignor hereby assigns to the Assignee all right, title, and interest in and to the Marks, together with the goodwill associated therewith.
2. Rights and Privileges. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee and its successors and assigns.
3. Further Assurances. The Assignor agrees to execute and deliver at a future date any additional documents that the Assignee reasonably determines are required to perfect the Assignee's ownership of or title to the Marks.
4. Authorization. The Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States, and any other official throughout the world whose duty is to register and record ownership in trademark registrations and applications for registration of trademarks, to record the Assignee as the assignee and owner of any and all of the Assignor's rights in the Marks.

Signature page follows

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment as of the date first written above.

WORTH MEDIA LLC

By: WR Jones  
Name: WR Jones  
Title: CEO

ACCEPTED:

CURTCO PUBLISHING, LLC

By: \_\_\_\_\_  
Name:  
Title:

IN WITNESS WHEREOF, the parties have duly executed this Trademark Assignment as of the date first written above.

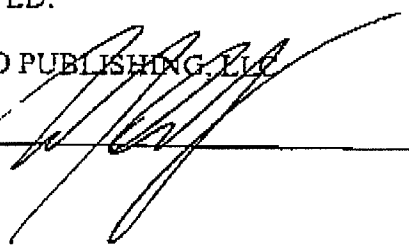
WORTH MEDIA LLC

By: \_\_\_\_\_  
Name:  
Title:

ACCEPTED:

CURTCO PUBLISHING, LLC

By: \_\_\_\_\_  
Name:  
Title:



**Schedule A**

**Marks**

<b>Mark</b>	<b>Jurisdiction</b>	<b>Reg. No.</b>	<b>Date Registered</b>
CIVILIZATION	U.S.	1,914,173	August 22, 1995
CONFERENCE CALL	U.S.	2,127,367	January 6, 1998
EQUITY	U.S.	2,250,037	June 1, 1999
EQUITY	U.S.	2,421,621	January 16, 2001
THE AMERICAN BENEFACTOR	U.S.	2,143,761	March 10, 1998
THE AMERICAN BENEFACTOR	U.S.	2,046,796	March 18, 1997
THE CULTURAL SEARCH ENGINE	U.S.	2,321,063	February 22, 2000
WEEK'S WORTH	U.S.	2,153,340	April 28, 1998
WORTH	U.S.	1,780,221	July 6, 1993
WORTH FINANCIAL INTELLIGENCE	U.S.	2,320,944	February 22, 2000
WORTH ONLINE	U.S.	2,140,060	March 3, 1998

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