

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Ancami, Inc.		12/29/2003	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Universal Blue CV
Street Address:	Seestrasse 463
City:	CH-8038 Zurich
State/Country:	SWITZERLAND
Entity Type:	PARTNERSHIP: NETHERLANDS

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	76546398	BLUE CULT
Serial Number:	76546337	BLUE CULT

CORRESPONDENCE DATA	
Fax Number:	(310)277-4730
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	310-551-9306
Email:	jarciniega@mwe.com
Correspondent Name:	Jorge Arciniega
Address Line 1:	2049 Century Park East, Suite 3400
Address Line 4:	Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	69596-92
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DOMESTIC REPRESENTATIVE	
Name:	Jorge Arciniega
Address Line 1:	2049 Century Park East, Suite 3400
Address Line 4:	Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER:	Ellie Hourizadeh
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CH \$65.00 76546398

Total Attachments: 3

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SHORT TRADEMARK ASSIGNMENT


WHEREAS, Ancami, Inc., a corporation organized under the laws of the State of California ("Assignor"), is the rightful owner of and is using the marks "BLUE CULT," "BLUE CUT," "SACRED BLUE" AND "SACRED BLUES" (collectively the "Marks"); and

WHEREAS, Universal Blue CV, a partnership organized and existing under the laws of the Kingdom of the Netherlands ("Assignee"), desires to acquire from Assignor all rights, title and interest in and to the Marks;

NOW, THEREFORE, in accordance with the terms set forth in the Trademark Assignment entered into on December 29, 2003 by and between the Assignee and the Assignor, and for valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee the entire rights, title and interest in and to the Marks, together with the good will of the business in connection with which the Marks are used.

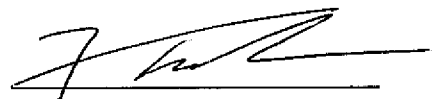
Assignor:

ANCAMI, INC.
a California corporation

By: 
Its: CFO

Assignee:

UNIVERSAL BLUE CV
a Dutch partnership
through its General Partner
Blue Globe Sarl

By: 
Its: Directeur Finance

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

No. 5907

State of California

County of Los Angeles

On 17 September 2004 before me, Mary Ann Tschernoscha Notary Public,
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared Seth Merican Tuckerman,
NAME(S) OF SIGNER(S)

personally known to me - **OR** - proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Mary Ann Tschernoscha
SIGNATURE OF NOTARY

OPTIONAL

Though the data below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent reattachment of this form.

CAPACITY CLAIMED BY SIGNER

INDIVIDUAL
 CORPORATE OFFICER
Chief Financial officer
TITLE(S)

PARTNER(S) LIMITED
 GENERAL

ATTORNEY-IN-FACT
 TRUSTEE(S)
 GUARDIAN/CONSERVATOR
 OTHER: _____

SIGNER IS REPRESENTING:
NAME OF PERSON(S) OR ENTITY(IES)
Qmeacri, Inc.

DESCRIPTION OF ATTACHED DOCUMENT

about Trademark agreement
TITLE OR TYPE OF DOCUMENT

NUMBER OF PAGES

DATE OF DOCUMENT

SIGNER(S) OTHER THAN NAMED ABOVE

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

No. 5907

State of California

County of Los Angeles

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INDIVIDUAL
 CORPORATE OFFICER
Director Finance
TITLE(S)

PARTNER(S) LIMITED
 GENERAL

ATTORNEY-IN-FACT
 TRUSTEE(S)
 GUARDIAN/CONSERVATOR
 OTHER: _____

DESCRIPTION OF ATTACHED DOCUMENT

Short Trademark agreement
TITLE OR TYPE OF DOCUMENT

NUMBER OF PAGES

DATE OF DOCUMENT

SIGNER IS REPRESENTING:
NAME OF PERSON(S) OR ENTITY(IES)
Universal Blue C.V.

SIGNER(S) OTHER THAN NAMED ABOVE