

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Modern Luxury, Inc.		11/01/2004	CORPORATION: ILLINOIS

**RECEIVING PARTY DATA**

<b>Name:</b>	Modern Luxury Media, LLC
<b>Street Address:</b>	200 West Hubbard Street
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60610
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

**PROPERTY NUMBERS Total: 19**

Property Type	Number	Word Mark
Registration Number:	2338478	CHICAGO SOCIAL
Registration Number:	2693696	MODERN LUXURY
Registration Number:	2684331	FRONT DESK MAGAZINE
Registration Number:	2641072	RIVIERA
Serial Number:	78291121	NEW YORK ILLUSTRATED
Serial Number:	78345716	DALLAS LIFE
Serial Number:	78377984	THE MEN'S BOOK
Serial Number:	78418048	DALLAS MODERN LUXURY
Serial Number:	78425611	CHICAGO CONFIDENTIAL
Serial Number:	78429221	NAPA/SONOMA
Serial Number:	78429239	HOUSTON MONTHLY MAGAZINE
Serial Number:	78429214	DALLAS CONFIDENTIAL
Serial Number:	78429263	SAN FRANCISCO CONFIDENTIAL
Serial Number:	78429360	OC CONFIDENTIAL
Serial Number:	78429848	LAKE SHORE DRIVE

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Serial Number:	78431461	HOUSTON CONFIDENTIAL
Serial Number:	78441688	HOUSTON MONTHLY MAGAZINE
Registration Number:	2310088	ANGELENO
Serial Number:	78468813	SAN DIEGO CONFIDENTIAL

**CORRESPONDENCE DATA**

Fax Number: (312)360-9315  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 312-360-0080  
Email: pjuettner@gbclaw.net  
Correspondent Name: Paul G. Juettner  
Address Line 1: 300 South Wacker Drive  
Address Line 2: Suite 2500  
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	1629.71634
NAME OF SUBMITTER:	Paul G. Juettner

**Total Attachments: 3**  
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## TRADEMARK ASSIGNMENT

ASSIGNMENT made this 1 day of November, 2004 from Modern Luxury, Inc., an Illinois corporation, having a place of business at 200 West Hubbard Street, Chicago, Illinois 60610 (hereinafter "ASSIGNOR") to Modern Luxury Media, LLC, a Delaware limited liability company, having a place of business at 200 West Hubbard Street, Chicago, Illinois 60610 (hereinafter "ASSIGNEE").

ASSIGNOR has adopted, used and/or intends to use the trademarks listed on attached SCHEDULE A, is the owner of the registrations and applications identified in Schedule A, has not previously assigned or otherwise encumbered the Schedule A trademarks, and is free to enter into this Assignment.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, ASSIGNOR hereby sells, assigns, and transfers to ASSIGNEE, and its successors and assigns, all of its right, title, and interest in and to the trademarks and registrations and applications therefor identified in Schedule A, including the good will of the business associated therewith, and all claims for any past infringements of such rights.

ASSIGNEE is the successor of the entirety of the business of ASSIGNOR as pertains to the trademarks set forth on Schedule A, which business is ongoing and

existing.

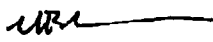
For the above recited considerations, ASSIGNOR agrees for itself and for its successors and assigns that it will, at the request and expense of ASSIGNEE, its successors and assigns, execute and deliver, without further consideration, any and all assignments and documents, and perform such other acts as it lawfully may, that may be deemed necessary by the ASSIGNEE, and its successors and assigns, fully to secure its interest as aforesaid and to obtain or maintain registrations in any and all countries.

This Assignment shall inure to the benefit of and be binding on the parties and their respective successors and assigns.

WHEREFOR, ASSIGNOR and ASSIGNEE have caused this Assignment to be executed by their respective officers, who personally represent that they are duly authorized to execute this Assignment.

MODERN LUXURY, INC.


Date: Nov. 1, 2004

By:   
Michael Blaise Kong  
President

Accepted:

MODERN LUXURY MEDIA, LLC

Date: Nov. 1, 2004

By: 

2 CEO, Nov 1, 2004

## SCHEDULE A

<u>MARK</u>	<u>REG. NO. or (SERIAL NO.)</u>	<u>REG. DATE or (FILING DATE)</u>
CHICAGO SOCIAL	2,338,478	April 4, 2000
MODERN LUXURY	2,693,696	March 4, 2003
FRONT DESK MAGAZINE	2,684,331	February 4, 2003
RIVIERA	2,641,072	October 22, 2002
NEW YORK ILLUSTRATED	(78/291,121)	(August 22, 2003)
DALLAS LIFE	(78/345,716)	(December 26, 2003)
THE MEN'S BOOK	(78/377,984)	(March 3, 2004)
DALLAS MODERN LUXURY (preliminary amendment to "MODERN LUXURY DALLAS" filed 8/24/04)	(78/418,048)	(May 13, 2004)
CHICAGO CONFIDENTIAL	(78/425,611)	(May 26, 2004)
NAPA/SONOMA	(78/429,221)	(June 3, 2004)
HOUSTON MONTHLY MAGAZINE	(78/429,239)	(June 3, 2004)
DALLAS CONFIDENTIAL	(78/429,214)	(June 3, 2004)
SAN FRANCISCO CONFIDENTIAL	(78/429,263)	(June 3, 2004)
OC CONFIDENTIAL	(78/429,360)	(June 3, 2004)
LAKE SHORE DRIVE	(78/429,848)	(June 4, 2004)
HOUSTON CONFIDENTIAL	(78/431,461)	(June 8, 2004)
HOUSTON MONTHLY MAGAZINE	(78/441,688)	(June 25, 2004)
ANGELENO	2,310,088	January 18, 2000
SAN DIEGO CONFIDENTIAL	(78/468,813)	(August 17, 2004)