

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Cruz Bay Publishing, Inc.		10/14/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Vegetarian Times, LLC
Street Address:	300 Continental Avenue
Internal Address:	Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Registration Number:	2619142	HEALTHY LIFESTYLES
Registration Number:	2280852	LOW FAT & FAST
Registration Number:	2161107	NATURAL REMEDIES
Registration Number:	2268499	VEGETARIAN TIMES
Registration Number:	1526826	VEGETARIAN TIMES
Registration Number:	1849276	VEGETARIAN TIMES
Registration Number:	2845710	VT VEGETARIAN TIMES
Registration Number:	2848364	VT VEGETARIAN TIMES
Registration Number:	2268500	VV THE VIRTUAL VEGETARIAN

CORRESPONDENCE DATA

Fax Number: (804)344-7999
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 804-788-8523
 Email: HWRITM@hunton.com
 Correspondent Name: Edward T. White

CH \$240.00 2619142

Address Line 1: 951 East Byrd Street
Address Line 2: Riverfront Plaza, East Tower
Address Line 4: Richmond, VIRGINIA 23219-4074




ATTORNEY DOCKET NUMBER:	55895.401
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NAME OF SUBMITTER:	Shannon Adkins
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NUNC PRO TUNC ASSIGNMENT OF MARKS

WHEREAS, Cruz Bay Publishing, Inc., a corporation organized under the laws of Delaware and having a business address at 300 Continental Avenue, Suite 650, El Segundo, California 90245, is the owner of the following trademarks, service marks, and U.S. applications therefor and registrations thereof:

<u>Trademark</u>	<u>Application/Registration No.</u>	<u>Filing/Registration Date</u>
HEALTHY LIFESTYLES	2,619,142	September 10, 2002
LOW FAT & FAST	2,280,852	September 28, 1999
NATURAL REMEDIES	2,161,107	May 26, 1998
VEGETARIAN TIMES	2,268,499	August 10, 1999
VEGETARIAN TIMES	1,526,826	February 28, 1989
VEGETARIAN TIMES	1,849,276	August 9, 1994
VT VEGETARIAN TIMES and Design 	2,845,710	May 25, 2004
VT VEGETARIAN TIMES and Design 	2,848,364	June 1, 2004
VV THE VIRTUAL VEGETARIAN and Design 	2,268,500	August 10, 1999

(collectively, the "Marks")

WHEREAS, Vegetarian Times, LLC, a limited liability company organized under the laws of Delaware and having a business address at 300 Continental Avenue, Suite 650, El Segundo, California 90245, is desirous of acquiring the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Cruz Bay Publishing, Inc. hereby assigns to Vegetarian Times,

Executed this 11 day of November, 2004, but effective as of October 14, 2003.

CRUZ BAY PUBLISHING, INC.

By:



Andrew W. Chivmar
(Printed Name)

C.O.O.
(Position)