

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cruz Bay Publishing, Inc.		10/14/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Southwest Art Publishing, 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: 6		
Property Type	Number	Word Mark
Registration Number:	2634637	ART SOURCE
Registration Number:	2626504	LIVING WEST
Registration Number:	2755462	LIVING WEST
Registration Number:	1305863	SOUTHWEST ART
Registration Number:	1305865	SOUTHWEST ART
Registration Number:	2634636	SOUTHWEST ART'S ART SOURCE

CORRESPONDENCE DATA	
Fax Number:	(804)344-7999
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	804-788-8523
Email:	HWRITM@hunton.com
Correspondent Name:	Edward T. White
Address Line 1:	951 East Byrd Street
Address Line 2:	Riverfront Plaza, East Tower
Address Line 4:	Richmond, VIRGINIA 23219-4074

CH \$165.00 2634637

ATTORNEY DOCKET NUMBER:

55895.301

NAME OF SUBMITTER:

Shannon Adkins

Total Attachments: 2

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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>
ART SOURCE	2,634,637	October 15, 2002
LIVING WEST	2,626,504	September 24, 2002
LIVING WEST (Stylized) <i>LivingWest</i>	2,755,462	August 26, 2003
SOUTHWEST ART	1,305,863	November 20, 1984
SOUTHWEST ART (Stylized) <i>Southwest Art</i>	1,305,865	November 20, 1984
SOUTHWEST ART'S ART SOURCE (Stylized) <i>Southwest Art's</i> <i>Art Source</i>	2,634,636	October 15, 2002

(collectively, the "Marks")

WHEREAS, Southwest Art Publishing, 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 Southwest Art Publishing, LLC all right, title and interest, whether statutory or at common law, in and to the Marks together with the goodwill of the business symbolized by the Marks.

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

CRUZ BAY PUBLISHING, INC.

By:



Andrew W. Chiverton

(Printed Name)

C.O.O.

(Position)