

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Sound Guy, Inc.		12/03/2004	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Ellery Homestyle, LLC		
<b>Street Address:</b>	295 Fifth Avenue		
<b>Internal Address:</b>	Suite 1212		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78483694	BOYFRIEND PILLOW	
<b>Serial Number:</b>	78483695	GIRLFRIEND PILLOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(831)426-5796		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	831-425-0448		
<b>Email:</b>	curator@museumofconceptualart.com		
<b>Correspondent Name:</b>	The Sound Guy, Inc.		
<b>Address Line 1:</b>	106 Arroyo Ct.		
<b>Address Line 4:</b>	Santa Cruz, CALIFORNIA 95060		
<b>NAME OF SUBMITTER:</b>	Earl Vickers		
<b>Total Attachments: 1</b> source=tmassign#page1.tif			

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**DEED OF ASSIGNMENT**

**WHEREAS**, The Sound Guy, Inc., a corporation organized and existing under the laws of California, having an office and place of business at 106 Arroyo Ct., Santa Cruz, California 95060 (Assignor), is the owner of the domain names BOYFRIENDPILLOW.COM and GIRLFRIENDPILLOW.COM and the following trademark applications in the United States:

<b><u>TRADEMARK</u></b>	<b><u>APPN. SER. NO.</u></b>	<b><u>DATE OF FILING</u></b>
BOYFRIEND PILLOW	78/483,694	September 15, 2004
GIRLFRIEND PILLOW	78/483,695	September 15, 2004

**WHEREAS**, Ellery Homestyle, LLC, a company organized and existing under the laws of New York, having an office and place of business at 295 Fifth Avenue, Suite 1212, New York, New York 10016 (Assignee), is desirous of acquiring said domain names and trademark applications and all associated goodwill in said trademarks; and

**WHEREAS**, to the best of Assignor's knowledge no opposition proceedings against the applications are pending and no other party makes a claim of ownership to said trademarks;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said domain names, trademarks and the applications therefore, together with the goodwill of the businesses symbolized by said trademarks, and the portion of the business of the Assignor to which the trademarks pertain, if that business is ongoing and existing, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

**THE SOUND GUY, INC.**

By: Earl Vickers

Name: Earl Vickers

Title: Chief Executive Officer

Date: 12/3/04