

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kirshenbaum Bond & Partners, Inc.		02/22/2005	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	KBP Holdings LLC		
Street Address:	160 Varick Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	76554727	BRAND SPOONING	
Serial Number:	76562161	THE MEDIA KITCHEN	
Registration Number:	2605727	KB&P	
Registration Number:	2524839	KBP	
Registration Number:	2512364	KIRSHENBAUM BOND & PARTNERS	
CORRESPONDENCE DATA			
Fax Number:	(212)593-9175		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 980-0120		
Email:	erosenthal@fkks.com		
Correspondent Name:	Edward H. Rosenthal		
Address Line 1:	Frankfurt Kurnit Klein & Selz, PC		
Address Line 2:	488 Madison		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Edward H. Rosenthal		

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Signature:

/ehr8022/

Date:

02/22/2005

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

The Assignment is made as of February 22, 2005, by Kirshenbaum Bond & Partners, Inc. a corporation organized under the laws of the State of New York with an address at 160 Varick Street, New York, New York 10013 ("ASSIGNOR"), to KBP Holdings LLC, a limited liability company organized under the laws of the State of Delaware with an address at 160 Varick Street, New York, New York 10013 ("ASSIGNEE").

NOW THEREFORE, for and in consideration of good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign, sell, and transfer to ASSIGNEE, its successors and assigns, all right, title and interest in and to the trademark applications/registrations and the associated trademarks listed on Exhibit A attached hereto and made a part hereof, together with the goodwill of the business symbolized by and associated with such trademark.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

KIRSHENBAUM BOND & PARTNERS, INC.



Name: Chris Nozolewski
Title: Chief Financial Officer

Exhibit A

TRADEMARK SCHEDULE

<u>MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
BRAND SPOONING	76/554727	October 14, 2003
THE MEDIA KITCHEN	76/562161	November 14, 2003
<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
KB&P	2605727	August 6, 2002
KBP	2524839	January 1, 2002
KIRSHENBAUM BOND & PARTNERS	2512364	November 27, 2001