

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
HUSH DVD LLC		06/30/2005	LTD LIAB JT ST CO: DELAWARE
RECEIVING PARTY DATA			
Name:	PLAYBOY.COM, INC.		
Street Address:	680 North Lake Shore Drive		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	78588876	HOW BIG IS YOUR DEAL?	
Serial Number:	78398693	HUSH	
Serial Number:	78565047	HUSH	
Serial Number:	78565054	HUSH	
Serial Number:	78565069	HUSH MONEY	
CORRESPONDENCE DATA			
Fax Number:	(312)751-2818		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-751-8000		
Email:	uspto@playboy.com		
Correspondent Name:	PLAYBOY.COM, INC.		
Address Line 1:	680 N. Lake Shore Drive		
Address Line 4:	Chicago, ILLINOIS 60611		
NAME OF SUBMITTER:	Michele McCoy		

CH \$140.00 78588876

Signature:

/Michele McCoy/

Date:

08/12/2005

Total Attachments: 2

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ASSIGNMENT

WHEREAS, HUSH DVD LLC, a limited liability company organized and existing under the laws of the State of Delaware, located at 1221 Avenue of the Americas, New York, New York 10020 ("**Assignor**"), is the owner of the following trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, PLAYBOY.COM, INC. a corporation organized and existing under the laws of the State of Delaware located at 680 North Lake Shore Drive, Chicago, Illinois 60611 ("**Assignee**"), is desirous of acquiring the Trademarks as part of the acquisition of the ongoing and related business of the Assignor and all associated goodwill.

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 the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and with all claims arising out of or relating to the use or ownership of the Trademarks.

HUSH DVD LLC

By: Andrea Hirsch

Name: Andrea Hirsch

Title: Vice President

Date of Signature: June 30, 2005

Assignment Schedule

TRADEMARK	SERIAL NO.
HOW BIG IS YOUR DEAL	78/588,876
HUSH	78/398,693
HUSH	78/565,047
HUSH and Design	78/565,054
HUSH MONEY	78/565,069