

**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
SAN FRANCISCO FOCUS, LLC		08/31/2005	limited liability company: CALIFORNIA

**RECEIVING PARTY DATA**

Name:	SAN FRANCISCO MAGAZINE, LLC
Street Address:	243 Vallejo Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94111
Entity Type:	limited liability company: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	2367167	SAN FRANCISCO
Registration Number:	2079463	IN-ROOM CITYGUIDE
Registration Number:	1530819	SAN FRANCISCO FOCUS
Registration Number:	1533007	SAN FRANCISCO FOCUS
Registration Number:	1107252	SAN FRANCISCO FOCUS
Registration Number:	1534720	GOLDEN SHEARS AWARD
Registration Number:	1636876	SAN FRANCISCO STYLE

**CORRESPONDENCE DATA**

Fax Number: (213)629-1033  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Email: LA-TMDocketing@pillsburylaw.com  
 Correspondent Name: Caroline L. Keller, Esq.  
 Address Line 1: 725 South Figueroa Street  
 Address Line 2: Suite 2800

CH \$190.00 2367167

Address Line 4: Los Angeles, CALIFORNIA 90017

NAME OF SUBMITTER:

Caroline L. Keller

Signature:

/CLKeller/KKC/57742-000003/

Date:

09/01/2005

Total Attachments: 5

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**Trademark Assignment**

ASSIGNMENT made this 31<sup>st</sup> day of August 2005 from San Francisco Focus, LLC, a California limited liability company, having a place of business at 243 Vallejo Street, San Francisco , California 94111 (hereinafter "Assignor") to San Francisco Magazine, LLC, a Delaware limited liability company, having a place of business at 243 Vallejo Street, San Francisco , California 94111 (hereinafter "Assignee").

**WITNESSETH**

WHEREAS, Assignor has adopted, used and/or intends to use the trademarks listed on attached Schedule A, is the owner of the registrations identified in Schedule A, has not previously assigned or otherwise encumbered the Schedule A trademarks, and is free to enter into this Assignment.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, the parties hereby agree as follows:

Assignor hereby sells, assigns, and transfers to Assignee, and its successors and assigns, all of its right, title, and interest in and to the trademarks and registrations therefor identified in Schedule A, including the goodwill of the business connected with the use of and symbolized by the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

Assignee is the successor of the entirety of the business of Assignor as pertains to the trademarks set forth on Schedule A, which business is ongoing and existing.

For the above recited considerations, Assignor agrees for itself and for its successors and assigns that it will, at the request and expense of Assignee, its successors and assigns, execute

and deliver, without further consideration, any and all assignments and documents, and perform such other acts as it lawfully may, that may be deemed necessary by the Assignee, and its successors and assigns, fully to secure its interest as aforesaid and to obtain or maintain the registration in any and all countries.

This Assignment shall inure to the benefit of and be binding on the parties and their respective successors and assigns.

*[Signature Page Follows]*

WHEREFOR, Assignor and Assignee have caused this Assignment to be executed by their respective officers, who personally represent that they are duly authorized to execute this Assignment.

**SAN FRANCISCO FOCUS, LLC**

Date: August 31, 2005

By: Steven Binkelsprag  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

Accepted:

**SAN FRANCISCO MAGAZINE, LLC**

Date: \_\_\_\_\_, 2005

By: \_\_\_\_\_  
Name: Michael B. Kong  
Its: Chief Executive Officer

WHEREFOR, Assignor and Assignee have caused this Assignment to be executed by their respective officers, who personally represent that they are duly authorized to execute this Assignment.

**SAN FRANCISCO FOCUS, LLC**

Date: \_\_\_\_\_, 2005

By: \_\_\_\_\_

Name: \_\_\_\_\_

Its: \_\_\_\_\_

Accepted:

**SAN FRANCISCO MAGAZINE, LLC**

Date: August 31, 2005

By: 

Name: Michael B. Kong

Its: Chief Executive Officer

## SCHEDULE A

### Federal Trademarks:

MARK	REGISTRATION. NO.	REGISTRATION DATE
SAN FRANCISCO	2,367,167	July 11, 2000
IN-ROOM CITYGUIDE	2,079,463	July 15, 1997
SAN FRANCISCO FOCUS	1,530,819	November 28, 1978
SAN FRANCISCO FOCUS (stylized)	1,533,007	March 21, 1989
SAN FRANCISCO FOCUS (stylized)	1,107,252	April 4, 1989
GOLDEN SHEARS AWARD	1,534,720	April 11, 1989
SAN FRANCISCO STYLE	1,636,876	April 5, 1991

### California Trademarks:

MARK	REGISTRATION. NO.	REGISTRATION DATE
SAN FRANCISCO STYLE	91065	November 16, 1989
FOCUS	55388	November 30, 1976