

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	01/01/1997

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
DIABLO COUNTRY MAGAZINE, INC.		08/31/2005	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

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

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
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  
 Address Line 4: Los Angeles, CALIFORNIA 90017

CH \$140.00 1530819

NAME OF SUBMITTER:	Caroline L. Keller
Signature:	/CLKeller/KKC/57742-000003
Date:	08/31/2005
Total Attachments: 5 source=diablo#page1.tif source=diablo#page2.tif source=diablo#page3.tif source=diablo#page4.tif source=diablo#page5.tif	

**Trademark Assignment**

ASSIGNMENT made this 31<sup>st</sup> day of August 2005 from Diablo Country Magazine, Inc., a California corporation, having a place of business at 2520 Camino Diablo, Walnut Creek, California 94597 (hereinafter "Assignor") to San Francisco Focus, LLC, a California limited liability company, having a place of business at 243 Vallejo Street, San Francisco, California 94111 (hereinafter "Assignee").

**WITNESSETH**

WHEREAS, Assignor acquired the trademarks and registrations listed on attached Schedule A pursuant to that certain Asset Purchase Agreement, dated as of May 23, 1996, by and between Assignor and KQED, Inc., subsequently agreed to transfer the trademarks and registrations listed on Schedule A to Assignee pursuant to that certain Agreement, effective as of January 1, 1997, between Assignor and Assignee, has not otherwise assigned or 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, effective as of January 1, 1997, 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.

DIABLO COUNTRY MAGAZINE, INC.

Date: August 31, 2005

By: [Signature]  
Name: Stacy J. Rivera  
Its: President

Accepted:

SAN FRANCISCO FOCUS, LLC

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

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

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.

**DIABLO COUNTRY MAGAZINE, INC.**

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

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

Accepted:

**SAN FRANCISCO FOCUS, LLC**

Date: August 31, 2005

By: Steven Ankelgr  
Name: \_\_\_\_\_  
Its: \_\_\_\_\_

## SCHEDULE A

### Federal Trademarks:

MARK	REGISTRATION. NO.	REGISTRATION DATE
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