

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
C-Squared TV, LLC		01/25/2006	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Smart Institute, LLC		
Street Address:	15250 Ventura Blvd, Suite 300		
City:	Sherman Oaks		
State/Country:	CALIFORNIA		
Postal Code:	91403		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	76641741	MOMMY STYLE	
Serial Number:	76434767	THE SMART INSTITUTE	
CORRESPONDENCE DATA			
Fax Number:	(818)377-2861		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818-377-2831		
Email:	mthorne@alchemyllc.com		
Correspondent Name:	Alan Feldstein		
Address Line 1:	15250 Ventura Blvd, Suite 300		
Address Line 4:	Sherman Oaks, CALIFORNIA 91403		
NAME OF SUBMITTER:	Alan Feldstein		
Signature:	/Alan Feldstein/		
Date:	02/03/2006		

OP \$65.00 76641741

ASSIGNMENT

WHEREAS, C-Squared TV, a California Limited Liability Company has adopted, used and is using marks in its business and was the owner of certain trademark registrations and applications registered in the United States Patent and Trademark Office, Serial #76/641,741 filed June 27, 2005 and Serial #76/434,767 filed July 29, 2002; and,

WHEREAS, The Smart Institute, a California Limited Liability Company ("Assignee") located and doing business at 15250 Ventura Blvd, Suite 300, Sherman Oaks, CA 91403 has heretofore acquired said trademarks from C-Squared, LLC ("Assignor") and the USPTO applications and registrations thereof; and,

WHEREAS, the respective parties desire to further evidence the transfer thereof;

NOW, THEREFORE, for good and valuable consideration in the sum of One Dollar (\$1.00) the receipt of which is hereby acknowledged, "Assignor" does hereby sell, assign, and transfer unto "Assignee" all rights, title and interest in and to all above-identified trademarks listed and the corresponding registrations thereof, together with that part of the goodwill of the business connected with the use of and symbolized by said marks.

IN WITNESS WHEREOF, said C-Squared, LLC hereby executes this assignment this 25th day of January 2006.

BY:


C-Squared TV, LLC

NAME: JEFFREY CLIFFORD

TITLE: MANAGING MEMBER