

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
Mr. Gary Kremen		02/13/2006	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Escom, LLC		
Street Address:	123 Newbury Street		
Internal Address:	Second Floor		
City:	Boston		
State/Country:	MASSACHUSETTS		
Postal Code:	02116		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75448953	SEX.COM	
CORRESPONDENCE DATA			
Fax Number:	(650)493-6811		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650-493-9300		
Email:	sschor@wsgr.com		
Correspondent Name:	John L. Slafsky/WILSON SONSINI ET AL		
Address Line 1:	650 Page Mill Road		
Address Line 4:	Palo Alto, CALIFORNIA 94304-1050		
ATTORNEY DOCKET NUMBER:	29709-000		
NAME OF SUBMITTER:	John L. Slafsky		
Signature:	/John L. Slafsky/		
Date:	02/14/2006		

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Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

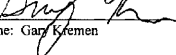
WHEREAS, Gary Kremen, a U.S. citizen, having his principal offices at 161 Erie Street, San Francisco, California 94103, is the owner of the following trademark application before the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Application No.</u>	<u>Filing Date</u>
SEX.COM	75/448,953	March 12, 1998

WHEREAS, Escom, LLC, a Delaware limited liability company, having its principal offices at 123 Newbury Street, Second Floor, Boston, Massachusetts 02116, is desirous of acquiring the trademark and the application thereof as successor to the business of Assignor to which the mark relates; together with the goodwill of the business symbolized on the trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Gary Kremen assigns to Escom, LLC all right, title and interest in the United States in and to the trademark and to the application together with the goodwill symbolized by the trademark and the application thereof.

Dated as of Feb 13, 2006.

By: 
Name: Gary Kremen

RECORDED: 02/14/2006

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REEL: 003247 FRAME: 0192