

Form PTO-1594
(rev 06/04)

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U. S. Department of Commerce
Patent and Trademark Office

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below:

1. Name of conveying party(ies)/Execution Date(s):

Gerald L. Goldfaden

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation New York
- Other Citizenship USA

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Additional name(s) & address(es) attached? Yes No

Miss World Limited

Street Address:

31 Pier Road

P O Box 83, Ordnance House

City: St. Helier - Jersey

Country: Channel Islands

Association - Citizenship

General Partnership - Citizenship

Limited Partnership - Citizenship

Corporation Channel Islands

Other

Citizenship Channel Islands

If assignee is not domiciled in the United States, a domestic representative designation is attached Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Government Interest
- Other

Effective date - March 1, 2006

4. Application number(s) or registration number(s):

A. Trademark Application No(s).

B. Trademark Registration No(s). 1

2179056

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Patricia Hatry, Esq.
 DAVIS & GILBERT LLP
 1740 Broadway
 New York, New York 10019
 Tel: (212) 468-4800
 Fax: (212) 468-4888
 PHatry@DGLaw.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 1.21(h) and 3.41) \$40.00

All fees and any deficiencies are authorized to be charged to Deposit Account
(Our Ref.8870-1)

8. Payment Information

Deposit Account No. 502293

Authorized User Name: Lore Traband

9. Signature.



Signature

Date 3/10/2006

Patricia Hatry

Name of Person Signing

Total number of TRADEMARK cover sheet, and documents

4

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CH \$40.00 502293 2179056

TRADEMARK ASSIGNMENT

WHEREAS, Gerald L. Goldfaden, a United States Individual, with an address of 41 Belmont Drive, Livingston, New Jersey 07029 (hereinafter "Assignor"), is the owner of the trademark MISS WORLD WIDE WEB (the "Mark") and U.S. Registration 2179056 for said Mark; and

WHEREAS, Miss World Limited, P O Box 83, Ordnance House, 31 Pier Road, St. Helier, Jersey, Channel Islands, a Channel Islands corporation (hereinafter "Assignee"), desires to acquire the entire right, title and interest in and to said Mark and said registration.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer to Assignee, and its successors and assigns, Assignor's entire right, title and interest in the Mark, and the said registration, and any renewals thereof, together with the good will symbolized by and associated with the business conducted under said Mark, and all income, royalties, damages, and payments now or hereafter due or payable in respect thereto, and in and to all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present, or future infringement of the rights assigned to Assignee hereunder.

IN WITNESS WHEREOF, this Trademark Assignment has been executed effective as of March 1, 2006.

("Assignor")

GERALD GOLDFADEN

By: 

Gerald Goldfaden

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration of: Miss World Limited
(a Channel Islands corporation)

Registration No.: 2179056

Mark: MISS WORLD WIDE WEB

Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3514

Appointment of Domestic Representative

Applicant designates Davis & Gilbert LLP, whose postal address is 1740 Broadway, New York, New York 10019, as its representative upon whom notices or process in proceedings affecting the mark may be served.

March 9, 2006

Respectfully submitted,

MISS WORLD LIMITED

By [Signature]
Print Name: MICHAEL ANTHONY MACANE
Title: Finance Director