

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
Jump the Shark, Inc.		06/20/2006	CORPORATION: NEW YORK
Jon Hein		06/20/2006	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	jumptheshark.com, Inc.		
Street Address:	6922 Hollywood Boulevard		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2321722	JUMP THE SHARK	
CORRESPONDENCE DATA			
Fax Number:	(646)728-2575		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-596-9000		
Email:	tmfilings@fishneave.com		
Correspondent Name:	Susan Progoff		
Address Line 1:	1251 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10020		
ATTORNEY DOCKET NUMBER:	003596-0168		
NAME OF SUBMITTER:	Susan Progoff		
Signature:	/Susan Progoff/		
Date:	06/30/2006		

CH \$40.00 2321722

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT, is executed and delivered as of the 20th day of June, 2006, by Jump the Shark, Inc., a corporation organized under the laws of the State of New York (the "Company") and Jon Hein, an individual ("Hein," together with the Company collectively, "Seller") to and in favor of jumptheshark.com, Inc., a corporation organized under the laws of the State of Delaware ("Purchaser").

RECITALS:

WHEREAS, pursuant to that certain Asset Acquisition Agreement, dated as of June 13, 2006, by and between Seller and Purchaser (the "Acquisition Agreement"), Seller has agreed to sell, transfer, assign and deliver the Trademark Interests (as defined in the Acquisition Agreement) to Purchaser; and

WHEREAS, the parties now desire to carry out the intent and purpose of the Acquisition Agreement by each of Seller's execution and delivery to Purchaser of this Trademark Assignment, in addition to such other instruments as Purchaser shall have otherwise received or may hereinafter request in accordance with the terms of the Acquisition Agreement, evidencing the vesting in Purchaser of the Trademark Interests of Seller.

NOW, THEREFORE, in consideration of the premises and the consideration provided in the Acquisition Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Seller hereby conveys, sells, transfers, assigns and sets over and delivers to Purchaser all right, title and interest in and to the Trademark Interests, including, without limitation, the trademarks and service marks set forth on Schedule A attached hereto, the registrations thereof and applications therefor and the goodwill associated with the Trademark Interests, together with the right to institute actions and recover damages for past, present or future infringement or violation of any and all rights in and to the Trademark Interests.

JUMP THE SHARK, INC.

By:  _____

Name: *Jon Hein*

Title: *Founder*



Jon Hein

State of *New York*)
:SS.:
County of *Suffolk*)


On this 17th day of June, 2006, before me personally came Jon Hein, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person who executed the foregoing assignment.

ROBERT GALLO
Notary Public, State of New York
No. 01GA6120208
Qualified in Suffolk County
Commission Expires Dec. 13, 2008



Notary Public

SCHEDULE A
TRADEMARK INTERESTS

Trademark	Application Number	Registration Number and Date
JUMP THE SHARK (word mark)	75663710	2321722, February 22, 2000
	n/a	n/a
SHARK BITES (word mark)	n/a	n/a
STUMP THE SHARK (word mark)	n/a	n/a