

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Coincide Media, LLC		08/01/2006	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sheknows, LLC		
<b>Street Address:</b>	7944 East Beck Lane, Suite 230		
<b>City:</b>	Scottsdale		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85260		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ARIZONA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78388803	SHEKNOWS	
<b>Serial Number:</b>	78732693	SHEKNOWS	
<b>Serial Number:</b>	78732716	SHEKNOWS COOKING SMART	
<b>Serial Number:</b>	78732730	SHEKNOWS LOWCARB	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(239)261-0057		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(239) 262-1001		
<b>Email:</b>	usptomail@whitelawfirm.com		
<b>Correspondent Name:</b>	Jennifer L. Whitelaw		
<b>Address Line 1:</b>	3838 Tamiami Trail North, Third Floor		
<b>Address Line 4:</b>	Naples, FLORIDA 34103		
<b>ATTORNEY DOCKET NUMBER:</b>	COINCIDEMEDIA-SHEKNOWSLLC		
<b>NAME OF SUBMITTER:</b>	Kathleen L. Kolacz		

OP \$115.00 78388803

Signature:

/Kathleen L. Kolacz/

Date:

08/11/2006

Total Attachments: 1

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## TRADEMARK ASSIGNMENT

### PARTIES AND DEFINITIONS:

Party assigning Mark ("Assignor"): Coincide Media, LLC

If corporate entity, Assignor's state of incorporation: Delaware

Assignor's Address: 7944 East Beck Lane, Suite 230, Scottsdale, Arizona, 85260

Party receiving Mark ("Assignee"): Sheknows, LLC

If corporate entity, Assignee's state of incorporation: Arizona, Limited Liability Company

Assignee's Address: 7944 East Beck Lane, Suite 230, Scottsdale, Arizona, 85260

Marks: US Serial No. 78/388803	SHEKNOWS
US Serial No. 78/732693	SHEKNOWS
US Serial No. 78/732716	SHEKNOWS COOKING SMART
US Serial No. 78/732730	SHEKNOWS LOWCARB

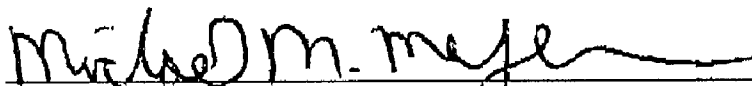
Effective Date of this Assignment: August 1, 2006

The marks are applied for with the United States Patent and Trademark Office and are identified as above noted.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably sells, grants, conveys assigns and sets over to Assignee, and all of Assignee's successors and assigns, all of Assignor's right, title and interest, including without limitation, goodwill in and to the Mark and the Registration/Application.

Assignor represents and warrants that it is the exclusive owner of the Mark, and has full right and authority to make this assignment, and that this assignment is free of any encumbrances, liens, judgments, security interests, disputes, licenses, claims or actions, and that the Mark is not known to infringe, or have been alleged to infringe, the rights of any third party, and that there are no claims pending or threatened with respect to the Mark.

Assignor agrees to perform any further acts and execute and deliver any further documents that may be reasonably necessary to carry out the intents and purposes of this Assignment

  
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Signature of Assignor

President / CEO  
\_\_\_\_\_

Title, if corporate entity