

**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>
Sean Puffy Combs		11/20/2002	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bad Boy LLC		
<b>Street Address:</b>	11988 El Camino Real, Suite 200		
<b>Internal Address:</b>	c/o Luce, Forward, Hamilton & Scripps LLP		
<b>City:</b>	San Diego		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92130		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	75863616	BADBOYONLINE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(303)629-3450		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	303-629-3400		
<b>Email:</b>	osman.lisa@dorsey.com		
<b>Correspondent Name:</b>	Dorsey & Whitney LLP		
<b>Address Line 1:</b>	370 Seventeenth Street, Suite 4700		
<b>Address Line 2:</b>	Lisa A. Osman		
<b>Address Line 4:</b>	Denver, COLORADO 80202-5647		
<b>ATTORNEY DOCKET NUMBER:</b>	68537US ~ 477996-54		
<b>NAME OF SUBMITTER:</b>	Lisa A. Osman		
<b>Signature:</b>	/3463 LAO/		

CH \$40.00 75863616

Date:

08/31/2006

**Total Attachments: 2**

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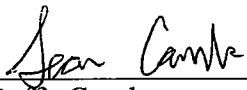
## TRADEMARK ASSIGNMENT

Sean Puffy Combs, a United States individual, c/o Kenneth Meiselas, Grubman Indursky & Schindler, P.C., 152 West 57th Street, New York, New York, 10019 ("Assignor"), has previously adopted and used in his business the trademarks and service marks BADBOYONLINE, BAD BOY ONLINE, BAD BOY and variations thereof (collectively "Trademarks").

Assignor desires to transfer to Bad Boy LLC, a Delaware Limited Liability Company, c/o Luce, Forward, Hamilton & Scripps LLP, 11988 El Camino Real, Suite 200, San Diego, California 92130 ("Assignee"), all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers and conveys to Assignee all of Assignor's worldwide right, title and interest in and to the Trademarks, together with the goodwill of the business associated with or symbolized by the Trademarks, to have and to hold for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of November 20, 2002.

  
\_\_\_\_\_  
Sean Puffy Combs

STATE OF New York )  
 )  
COUNTY OF New York )

ss:

On November 20, 2002, before me, Andre Suite, a Notary Public in and for said County and State, personally appeared Sean Puffy Combs, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the persons, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

ANDRE M. SUITE, ESQ  
NOTARY PUBLIC, State of New York  
No. 02SU6055415  
Qualified in New York County  
Commission Expires February 26, 2003

  
Notary Public