

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Yoga Journal, LLC		08/31/2006	LIMITED LIABILITY COMPANY: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Cruz Bay Publishing, Inc.
<b>Street Address:</b>	300 Continental Boulevard, Suite 650
<b>City:</b>	El Segundo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90245
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 6**

Property Type	Number	Word Mark
Registration Number:	2837456	YOGA CRUISE
Registration Number:	2609355	YOGA JOURNAL
Registration Number:	2645039	YOGA JOURNAL
Registration Number:	2720497	YOGA JOURNAL
Registration Number:	2757713	YOGA PAGES
Registration Number:	2911052	YOGA STEP BY STEP

**CORRESPONDENCE DATA**

**Fax Number:** (202)659-1559  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 202-659-6941  
**Email:** trademark@dickinsonwright.com  
**Correspondent Name:** Jeffrey S. Molinoff  
**Address Line 1:** 1901 L Street NW, Suite 800  
**Address Line 4:** Washington, DISTRICT OF COLUMBIA 20036

CH \$165.00 2837456

ATTORNEY DOCKET NUMBER:	27932-047
NAME OF SUBMITTER:	Jeffrey S. Molinoff
Signature:	/JSM/
Date:	09/15/2006
Total Attachments: 5 source=U.S. Trademark Assignments#page1.tif source=U.S. Trademark Assignments#page2.tif source=U.S. Trademark Assignments#page3.tif source=U.S. Trademark Assignments#page4.tif source=U.S. Trademark Assignments#page5.tif	

## TRADEMARK ASSIGNMENT

ASSIGNMENT made this \_\_\_th day of August, 2006, by and between Yoga Journal, LLC, (hereinafter "Assignor"), a limited liability company organized under the laws of California, having an address at 475 Sansome Street, Suite 850, San Francisco, California 94111 and Cruz Bay Publishing, Inc., (hereinafter "Assignee"), a corporation organized under the laws of the state of Delaware, having an address at 300 Continental Boulevard, Suite 650, El Segundo, California 90245.

WHEREAS, Assignor owns and has used, or is using, unless indicated otherwise in attached Exhibit A, the service marks and trademarks identified in Exhibit A in the United States and throughout the world (hereinafter the "Marks");

WHEREAS, Assignee is desirous of acquiring the Marks and the goodwill of the business associated therewith, as well as all applications and registrations thereto.

NOW, THEREFORE, it is agreed that in consideration of ten dollars (\$10), the receipt and sufficiency of such consideration is hereby acknowledged, Assignor conveys, transfers, and assigns to Assignee all its rights, title, and interest in and to the Marks and the federal and foreign applications and registrations therefor, together with the goodwill of the business symbolized thereby.

Assignor agrees that upon request by Assignee, Assignor shall execute all papers, make all rightful oaths, testify on behalf of Assignee and do all other lawful acts necessary to carry out the intent of this Assignment at Assignee's expense and request, as well as provide such other material, information, or assistance as Assignee may consider necessary.

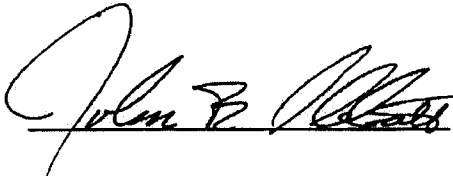
The terms of the Asset Purchase Agreement dated August \_\_\_\_, 2006 between Assignor and Assignee (the "Asset Purchase Agreement") are incorporated herein by this reference, and

will not be superseded by this Assignment, but will remain in full force and effect to the full extent provided therein. In the event of any conflict or inconsistency between the Asset Purchase Agreement and this Assignment, the Asset Purchase Agreement will control.

[signature pages appear on following page]

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed the day and year first written above. By their respective signatures below, each party agrees to the above.

Yoga Journal, LLC

By: 

Name: John B. Abbott

Title: Manager

State of \_\_\_\_\_ )  
County of \_\_\_\_\_ ) ss:

John B. Abbot, being duly sworn, did depose and say this \_\_\_\_\_ day of August, 2006 that he is an officer of Yoga Journal, LLC; that e is authorized to execute this Assignment on behalf of said corporation; that he has read and signed the foregoing Assignment and knows and understands the contents thereof.

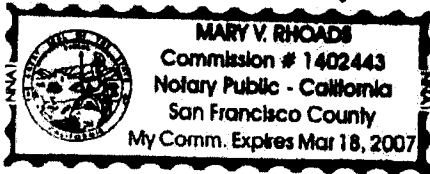
\_\_\_\_\_  
Notary Public


My Commission expires: \_\_\_\_\_

State of CALIFORNIA     )  
  )  
County of San Francisco    )     SS.

On August 31, 2006, before me, Mary V. Rhoads, notary public, personally appeared John B. Abbott, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that, by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.



  
\_\_\_\_\_  
Notary's Signature

State of CALIFORNIA     )  
  )  
County of San Francisco    )     SS.

On \_\_\_\_\_, 2006, before me, Mary V. Rhoads, notary public, personally appeared \_\_\_\_\_, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies) and that, by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary's Signature

**EXHIBIT A**

<b>TRADEMARK</b>	<b>REG NO. ISSUE DATE</b>
YOGA CRUISE	2837456
YOGA JOURNAL	2609355
YOGA JOURNAL	2645039
YOGA JOURNAL (STYLIZED)	2720497
YOGA PAGES	2757713
YOGA STEP BY STEP	2911052