

**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>
Rearden, Inc.		06/30/2006	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Women of Action Media LLC		
<b>Street Address:</b>	355 Bryant Street, Suite 110		
<b>City:</b>	San Francisco		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94107		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78688972	WOA	
<b>Serial Number:</b>	78688976	WOA	
<b>Serial Number:</b>	78688968	WOA.TV	
<b>Serial Number:</b>	78688978	THE WOMEN OF ACTION NETWORK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(213)680-6499		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	213-229-8462		
<b>Email:</b>	diane.lambillotte@bingham.com		
<b>Correspondent Name:</b>	Diane M. Lambillotte		
<b>Address Line 1:</b>	Three Embarcadero Center		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94111		
<b>NAME OF SUBMITTER:</b>	Diane M. Lambillotte		
<b>Signature:</b>	/diane m. lambillotte/		

CH \$115.00 78688972

Date:

10/25/2006

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

**WHEREAS**, Rearden, Inc., a California corporation, located at 355 Bryant Street, Suite 110, San Francisco, California 94107 ("Assignor"), has adopted, owns, is using and/or has a *bona fide* intent to use the marks listed on Exhibit A ("hereinafter the "Marks") in connection with various goods and/or services; and

**WHEREAS**, Assignor has applied to register the Marks on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Marks in commerce and has applied to register the Marks and/or has obtained registration of the Marks in various countries as listed on the attached Exhibit A in connection with the goods and/or services identified in such applications and/or registrations (the "Applications and/or Registrations");

**WHEREAS**, Women of Action Media LLC, a California limited liability company, with its principal place of business at 355 Bryant Street, Suite 110, San Francisco, California 94107 ("Assignee"), desires to acquire the Marks and the Applications and/or Registrations and accompanying goodwill, and the business of Assignor in connection with which the Assignor has a *bona fide* intent to use the Marks, in the United States and any and all foreign countries;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged,


1. Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks and the Applications and/or Registrations therefor, including all common law rights in the United States and rights in all other countries and jurisdictions of the world, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Marks, and the goodwill of Assignor's business symbolized by the Marks and the Applications and/or Registrations, along with the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Marks or the Applications and/or Registrations thereof or such associated goodwill.

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

This Assignment is effective as of June 30, 2006.

REARDEN, INC.

Dated: 10/11/06

By:   
\_\_\_\_\_  
Stephen G. Perlman  
President and CEO

**EXHIBIT A**

<b>Mark</b>	<b>Country</b>	<b>Serial No.</b>	<b>Filing Date</b>
WOA	Canada	1289148	02/08/2006
WOA	European Community	4884921	02/07/2006
WOA	Japan	10178/2006	02/08/2006
WOA	United States of America	78/688972	08/09/2005
WOA & Design	Canada	1289270	02/09/2006
WOA & Design	European Community	4886172	02/07/2006
WOA & Design	Japan	10182/2006	02/08/2006
WOA & Design	United States of America	78/688976	08/09/2005
WOA.TV	Canada	1289178	02/08/2006
WOA.TV	European Community	4885026	02/07/2006
WOA.TV	Japan	10181/2006	02/08/2006
WOA.TV	United States of America	78/688968	08/09/2005
THE WOMEN OF ACTION NETWORK	Canada	1289152	02/08/2006
THE WOMEN OF ACTION NETWORK	European Community	4885547	02/07/2006
THE WOMEN OF ACTION NETWORK	United States of America	78/688978	08/09/2005