

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
LFP, Inc.		07/17/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	LFP Publishing Group, LLC
Street Address:	8484 Wilshire Boulevard
Internal Address:	Suite 900
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90211
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 84

Property Type	Number	Word Mark
Registration Number:	2719295	AFW
Registration Number:	2698644	ANAL INTENSIVE
Registration Number:	2365151	ASIAN FEVER
Registration Number:	2615132	ASIAN FEVER
Registration Number:	3049438	ASIAN FEVER XXX
Registration Number:	2836098	ASIAN FEVER HARDCORE
Registration Number:	1872472	BARELY LEGAL
Registration Number:	2060025	BARELY LEGAL
Registration Number:	2435911	BARELY LEGAL
Registration Number:	3129822	BARELY LEGAL CLUB
Registration Number:	2659112	BARELY LEGAL HARDCORE
Registration Number:	3063002	BARELY LEGAL XXX
Registration Number:	1910016	BEAVER HUNT

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Registration Number:	2961743	BEAVER HUNT
Registration Number:	2134598	BIG BROTHER
Registration Number:	2604816	BLACK & WILD
Registration Number:	2137503	BUSTY BEAUTIES
Registration Number:	2067942	BUSTY BEAUTIES
Registration Number:	2777733	BUSTY BEAUTIES
Registration Number:	2731914	CAMPUS CONFESSIONS
Registration Number:	2346123	CODE
Registration Number:	3019059	CODE CLUB
Registration Number:	2604817	GHETTO BOOTY
Registration Number:	2173765	HOMETOWN GIRLS
Registration Number:	2232822	HOMETOWN GIRLS
Registration Number:	2585330	HONEYBUNS
Registration Number:	2651728	HOT BOAT
Registration Number:	1616689	HOT BOAT
Registration Number:	2652717	HOT SHOWERS
Registration Number:	2772467	HUSTLAZ
Registration Number:	2001594	HUSTLER
Registration Number:	2410985	HUSTLER
Registration Number:	1474758	HUSTLER
Registration Number:	2200271	HUSTLER
Registration Number:	2679483	HUSTLER
Registration Number:	2689852	HUSTLER
Registration Number:	1011001	HUSTLER
Registration Number:	3149102	HUSTLER
Registration Number:	2479911	HUSTLER CASINO
Registration Number:	2923297	HUSTLER CASTING COUCH
Registration Number:	2773372	HUSTLER CLUB
Registration Number:	1474926	HUSTLER EROTIC VIDEO GUIDE
Registration Number:	1421856	HUSTLER FANTASIES
Registration Number:	2318186	HUSTLER HOLLYWOOD
Registration Number:	1145751	HUSTLER HUMOR
Registration Number:	2624783	HUSTLER PLATINUM
Registration Number:	3008879	HUSTLER TV
Registration Number:	3008950	HUSTLER TV

Registration Number:	2677772	HUSTLER VIDEO
Registration Number:	2794003	HUSTLER VIDEO
Registration Number:	2716466	HUSTLER XXX
Registration Number:	2453938	HUSTLER XXX
Registration Number:	2448315	HUSTLER XXX
Registration Number:	2920403	HUSTLER'S ANAL SEDUCTION
Registration Number:	2724001	HUSTLER'S BABES
Registration Number:	2998177	HUSTLER'S BACKDOOR BABES
Registration Number:	2902861	HUSTLER'S GIRL + GIRL
Registration Number:	2634970	MR. BEAVER
Registration Number:	2677352	HUSTLER'S REAL COLLEGE GIRLS
Registration Number:	2582229	HUSTLER'S TABOO
Registration Number:	2211238	HUSTLER'S TABOO
Registration Number:	2804337	HUSTLER'S YOUNG LATIN GIRLS
Registration Number:	2785841	HUSTLER'S YOUNG SLUTS, INC.
Registration Number:	3006902	LARRY FLYNT'S GRAND SLAM OF POKER
Registration Number:	2909711	LARRY FLYNT'S POKER CHALLENGE CUP
Registration Number:	2125608	LEG WORLD
Registration Number:	2157785	LEG WORLD
Registration Number:	2760458	MXMACHINE
Registration Number:	2644876	RED LIGHT DISTRICT
Registration Number:	2662541	SKIN & INK
Registration Number:	1826926	SKIN & INK
Registration Number:	1618727	SWAT
Registration Number:	3096427	THE HUSTLER CLUB
Registration Number:	2735979	TIPS & TRICKS
Registration Number:	1904986	TIPS & TRICKS
Registration Number:	2803452	YOUNG GIRL'S FANTASIES
Serial Number:	76326712	BIG BROTHER
Serial Number:	76421693	BIG BROTHER
Serial Number:	78688221	HUSTLER
Serial Number:	78601347	HUSTLER CASINO
Serial Number:	78692574	NATURAL BORN HUSTLER
Serial Number:	78695417	NATURAL BORN HUSTLER
Serial Number:	78414369	HUSTLER

Serial Number:

78876182

HUSTLER

CORRESPONDENCE DATA

Fax Number: (716)849-1315

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (716) 849-1333x410

Email: ip@lglaw.com

Correspondent Name: John P. Hains

Address Line 1: 42 Delaware Ave.

Address Line 2: Suite 300

Address Line 4: Buffalo, NEW YORK 14202

ATTORNEY DOCKET NUMBER:

11740.0085

NAME OF SUBMITTER:

John P. Hains

Signature:

/j p hains/

Date:

10/26/2006

Total Attachments: 4

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Trademarks Assignment

1. L.F.P., INC., also known as LFP, INC., a Delaware corporation with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211, hereby transfers and assigns to LFP PUBLISHING GROUP, LLC, with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, all right, title and interest in the following trademarks, along with the United States Patent and Trademark Office registrations and applications associated therewith, together with all the goodwill of the business associated therewith.

Registered Marks	Registration No.	Date Of Registration
AFW	2719295	May 27, 2003
ANAL INTENSIVE	2698644	March 18, 2003
ASIAN FEVER	2365151	July 4, 2000
ASIAN FEVER	2615132	September 3, 2002
ASIAN FEVER	3049438	January 24, 2006
ASIAN FEVER HARDCORE	2836098	April 27, 2004
BARELY LEGAL	1872472	January 10, 1995
BARELY LEGAL	2060025	May 6, 1997
BARELY LEGAL	2435911	March 13, 2001
BARELY LEGAL CLUB	3129822	May 23, 2006
BARELY LEGAL HARDCORE	2659112	December 10, 2002
BARELY LEGAL XXX	3063002	February 28, 2006
BEAVER HUNT	1910016	August 8, 1995
BEAVER HUNT	2961743	June 17, 2005
BIG BROTHER	2134598	February 3, 1998
BLACK & WILD	2604816	August 6, 2002
BUSTY BEAUTIES	2137503	February 17, 1998
BUSTY BEAUTIES	2067942	June 3, 1997
BUSTY BEAUTIES	2777733	October 28, 2003
CAMPUS CONFESSIONS	2731914	July 1, 2003
CODE	2346123	April 25, 2000
CODE CLUB	3019059	November 29, 2005
GHETTO BOOTY	2604817	August 6, 2002
HOMETOWN GIRLS	2173765	July 14, 1998

HOMETOWN GIRLS	2232822	March 16, 1999
HONEYBUNS	2585330	June 25, 2002
HOT BOAT	2651728	November 19, 2002
HOT BOAT	1616689	October 9, 1990
HOT SHOWERS	2652717	November 19, 2002
HUSTLAZ	2772467	October 7, 2003
HUSTLER	2001594	September 17, 1996
HUSTLER	2410985	December 5, 2000
HUSTLER	1474758	February 2, 1988
HUSTLER	2200271	October 27, 1998
HUSTLER	2679483	January 28, 2003
HUSTLER	2689852	February 25, 2003
HUSTLER	1011001	May 20, 1975
HUSTLER	3149102	September 26, 2006
HUSTLER CASINO	2479911	August 21, 2001
HUSTLER CASTING COUCH	2923297	February 1, 2005
HUSTLER CLUB	2773372	October 14, 2003
HUSTLER EROTIC VIDEO GUIDE	1474926	February 2, 1988
HUSTLER FANTASIES	1421856	December 23, 1986
HUSTLER HOLLYWOOD	2318186	February 15, 2000
HUSTLER HUMOR	1145751	January 13, 1981
HUSTLER PLATINUM	2624783	September 24, 2002
HUSTLER TV	3008879	October 25, 2005
HUSTLER TV	3008950	October 25, 2005
HUSTLER VIDEO	2677772	January 21, 2003
HUSTLER VIDEO & Design	2794003	December 16, 2003
HUSTLER XXX	2716466	May 13, 2003
HUSTLER XXX	2453938	May 22, 2001
HUSTLER XXX (Stylized)	2448315	May 1, 2001
HUSTLER'S ANAL SEDUCTION	2920403	January 25, 2005
HUSTLER'S BABES	2724001	June 10, 2003
HUSTLER'S BACKDOOR BABES	2998177	September 20, 2005
HUSTLER'S GIRL + GIRL	2902861	November 16, 2004
HUSTLER'S PRECIOUS PINK	2634970	October 15, 2002

HUSTLER'S REAL COLLEGE GIRLS	2677352	January 21, 2003
HUSTLER'S TABOO	2582229	June 18, 2002
HUSTLER'S TABOO	2211238	December 15, 1998
HUSTLER'S YOUNG LATIN GIRLS	2804337	January 13, 2004
HUSTLER'S YOUNG SLUTS, INC.	2785841	November 25, 2003
LARRY FLYNT'S GRAND SLAM OF POKER	3006902	October 18, 2005
LARRY FLYNT'S POKER CHALLENGE CUP	2909711	December 14, 2004
LEG WORLD	2125608	December 30, 1997
LEG WORLD	2157785	May 12, 1998
MR. BEAVER	2634970	October 15, 2002
MXMACHINE	2760458	September 2, 2003
RED LIGHT DISTRICT	2644876	November 5, 2002
SKIN & INK	2662541	December 17, 2002
SKIN & INK	1826926	March 15, 1994
SWAT	1618727	October 23, 1990
THE HUSTLER CLUB	3096427	May 23, 2006
TIPS & TRICKS	2735979	July 15, 2003
TIPS & TRICKS	1904986	July 11, 1995
YOUNG GIRL'S FANTASIES	2803452	January 6, 2004

"Use" Application Marks	Serial No.	Date Of Application
BIG BROTHER	76326712	October 17, 2001
BIG BROTHER	76421693	June 18, 2002
HUSTLER	78688221	August 9, 2005
HUSTLER CASINO	78601347	April 4, 2005
NATURAL BORN HUSTLER	78692574	August 15, 2005
NATURAL BORN HUSTLER	78695417	August 18, 2005
RELAX. IT'S JUST GAMING	78974198	September 14, 2006

2. L.F.P., INC. owns and has a bona fide intent to use the following Mark which it has applied to register and which it hereby transfers and assigns to LFP PUBLISHING GROUP, LLC all right, title and interest in the pending application therefor, confirming that the assignee is an affiliate of Assignor, and will continue the same business with the same intent as the Assignor.

"TTU" Application Marks	Serial No.	Date Of Application
HUSTLER	78414369	May 6, 2004
HUSTLER	78876182	May 6, 2006
RELAX. IT'S JUST GAMING	78974486	September 14, 2006

3. L.F.P., INC. also hereby sells, assigns, transfers and sets over unto LFP PUBLISHING GROUP, LLC, all contracts concerning the Marks, including claims for damages by reason of past infringement of the Marks, the rights to sue for, collect and keep the same for its own use and enjoyment, and the use and enjoyment of its successors, assigns or other legal representatives.

Dated: July 17, 2003

L.F.P., INC. A/K/A LFP, INC.

State of California, County of Los Angeles
 Subscribed and sworn to (or affirmed) before me
 on this 19 day of October, 2006,
 by James B. Chamberlain
 personally known to me or proved to me on the
 basis of satisfactory evidence to be the person(s)
 who appeared before me.
 Signature: Holly E. Brown

By James B. Chamberlain
 Executive Vice President

