

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--------------------------|---------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BriteVision Media, LLC | | 11/16/2006 | LIMITED LIABILITY COMPANY: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Brite Media Group LLC | | |
| Street Address: | 455 Market Street | | |
| Internal Address: | Suite 1200 | | |
| City: | San Francisco | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94105 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2433574 | BRITEVISION CAFE NETWORK | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)258-2291 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 212-765-5070 | | |
| Email: | tmdocny@fr.com | | |
| Correspondent Name: | Fish & Richardson P.C. | | |
| Address Line 1: | P.O. Box 1022 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55440-1022 | | |
| ATTORNEY DOCKET NUMBER: | 19733-009001 | | |
| NAME OF SUBMITTER: | Catherine H. Stockell | | |
| Signature: | /CHS mva/ | | |

CH \$40.00 2433574

Date:

11/21/2006

Total Attachments: 3

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TRADEMARK ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS:

WHEREAS, **BriteVision Media, LLC**, a corporation duly organized and existing under the laws of the State of California, and having a place of business at 455 Market Street, Suite 1200, San Francisco CA 94105 (hereinafter "ASSIGNOR"), has adopted, used and is using the Registered Trademark, together with the corresponding Trademark Registration, and the Common Law Trademarks (hereinafter collectively referred to as "the Trademarks"), which are identified and set forth in detail on the Schedule attached hereto, and

WHEREAS, **Brite Media Group LLC**, a corporation duly organized and existing under the laws of the State of Delaware, and having a place of business at 455 Market Street, Suite 1200, San Francisco CA 94105 (hereinafter "ASSIGNEE"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, IT IS HEREBY AGREED:

1. In consideration of the sum of One Dollar (\$1.00) and other good valuable considerations to it in hand paid, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE the entire right, title and interest in and to the Trademarks, together with all of the good will of the business in connection with which the Trademarks are used.

2. ASSIGNOR shall do all acts and execute all documents which may be reasonably required by ASSIGNEE in order to effect the assignment of the Trademarks and to ensure that any registrations for the Trademarks be granted to ASSIGNEE and maintained in the name of ASSIGNEE.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized officer this 16 day of November, 2006.

BriteVision Media, LLC

By 

Name: Arthur Baer

Title: Vice President

TRADEMARK

REEL: 003432 FRAME: 0474

Registered Trademark and Corresponding Trademark Registration

| <u>Mark</u> | <u>Reg. No.</u> | <u>Reg. Date</u> |
|--------------------------|-----------------|------------------|
| BRITEVISION CAFÉ NETWORK | 2,433,574 | March 6, 2001 |

Common Law Trademarks

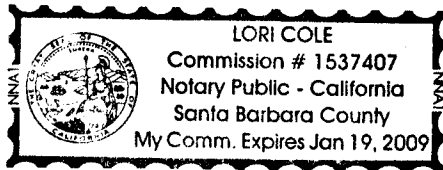
| <u>Mark</u> | <u>Goods</u> |
|------------------------|---|
| BRITEVISION | Class 21: Beverage cups and beverage cup sleeves. Int. Class 35: Placing advertising for others and disseminating advertising for others |
| BRITEVISION and Design | Class 21: Beverage cups and beverage cup sleeves. Int. Class 35: Placing advertising for others and disseminating advertising for others |

ACKNOWLEDGEMENT

ASSIGNOR

State of California
~~Santa Barbara~~ *de*
: SS.
County of Santa Barbara

Arthur Baer, personally appeared before me this 16th day of November, 2006, and made oath that he is the Vice President of **BriteVision Media, LLC** (ASSIGNOR), a corporation organized and doing business under the laws of the State of California, that he is duly authorized and appointed by the said corporation to set the signature of said corporation to the within instrument of assignment and sale, and acknowledged the same to be the free act and deed of said corporation.



Lori Cole
Notary Public
My Commission Expires 1/19/09

[Notary's Seal]