

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/16/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
WestEnd New Media, Inc.		01/15/2007	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	ShermansTravel, LLC
Street Address:	255 West 36th Street
Internal Address:	15th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3106829	SHERMANSTRAVEL.COM

CORRESPONDENCE DATA

Fax Number: (212)489-8340
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212 489-8230
 Email: mgrahamcoleman@dwt.com
 Correspondent Name: M. Graham Coleman, Esq.
 Address Line 1: 1633 Broadway, 27th Floor
 Address Line 2: Davis Wright Tremaine LLP
 Address Line 4: New York, NEW YORK 10019

ATTORNEY DOCKET NUMBER:	61684/1 SHERMANSTRAVEL.CO
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NAME OF SUBMITTER:	M. Graham Coleman
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Signature:	/M. Graham Coleman/
Date:	01/19/2007
Total Attachments: 1 source=asst 3106829#page1.tif	

ASSIGNMENT OF TRADEMARK

ASSIGNMENT OF TRADEMARK, effective as of December 16, 2005, from WestEnd New Media, Inc. ("Assignor"), to ShermansTravel, LLC, a Delaware limited liability company located at 255 West 36th Street, 15th Floor, New York, NY 10018 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the following United States trademark registration:

SHERMANSTRAVEL.COM
Reg. No. 3106829
Registered June 20, 2006 (the "Trademark"),

together with the goodwill of the business symbolized by and associated with the Trademark; and

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark; and

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and to stand in the place of Assignor in all matters related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys and assigns to Assignee, effective as of December 16, 2005, all of Assignor's right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by and associated with the Trademark, and the right to sue and collect for past infringement thereof.

WestEnd New Media, Inc.

By: James H. Sherman
Name: James H. Sherman
Title: CEO

State of New York
County of BRONX) ss.

On this 15 day of JANUARY, 2007, before me, personally appeared JAMES H. SHERMAN personally known to me or proved to me on the basis of satisfactory evidence to be the person who executed the within instrument as SHERMANSTRAVEL.COM on behalf of WestEnd New Media, Inc., and acknowledged to me that the Corporation executed the same.

Witness my hand and official seal.

Felix D. Torres
Notary Public

FELIX D. TORRES
Notary Public, State of New York
No. 01TC0013287
Qualified in Bronx County
Commission Expires Sept. 21, 2010

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