

TRADEMARK ASSIGNMENT

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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
Florida Media Inc.		10/27/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	World Publications, LLC		
Street Address:	460 N. Orlando Avenue		
Internal Address:	Suite 200		
City:	Winter Park		
State/Country:	FLORIDA		
Postal Code:	32789		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3040699	FLORIDA TRAVEL AND LIFE	
Serial Number:	78764348	FLORIDA TRAVEL & LIFE	
CORRESPONDENCE DATA			
Fax Number:	(813)229-8313		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	mmason@fowlerwhite.com		
Correspondent Name:	Monica Mason, Esq., Fowler White		
Address Line 1:	501 E. Kennedy Blvd.		
Address Line 2:	Suite 1700		
Address Line 4:	Tampa, FLORIDA 33602		
ATTORNEY DOCKET NUMBER:	106-1895		
NAME OF SUBMITTER:	Monica B. Mason		
Signature:	/monica b. mason/		

CH \$65.00 3040699

Date:

03/01/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of October 27, 2006 from Florida Media, Inc. ("ASSIGNOR"), to World Publications, LLC ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademarks "Florida Travel and Life" and "Florida Travel & Life" (collectively the "Marks") and the URL for the website "www.floridatravelandlife.com" ("the Property"), together with the goodwill of the business with which the Marks are associated.

WHEREAS, ASSIGNOR desires to irrevocably convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and Property, including but not limited to all federal, state and common law rights therein, together with that portion of the good will of the business with which the Marks are associated.

NOW, THEREFORE, in consideration of the payment of the amount set forth in Settlement Agreement between the parties, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby irrevocably conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and Property, together with the goodwill of the business relating to the Marks, including but not limited to the following:

1. The trademark "Florida Travel and Life", including the federal registration thereof, Registration Number 3040699;
2. The trademark "Florida Travel & Life", including the pending federal application thereof, Serial No. 78764348; and
3. The URL for the website "www.floridatravelandlife.com".

ASSIGNOR further represents and warrants as follows:

1. ASSIGNOR has not licensed, sold, transferred or otherwise disposed, in whole or in part, of its rights to the Marks and Property outlined herein and that ASSIGNOR has the authority to transfer the Marks and Property which are free of all liens and encumbrances.

2. ASSIGNOR will cooperate with ASSIGNEE in maintaining and/or pursuing federal trademark registration of the Marks and in pursuing any actions against infringers of the marks and will make available any and all documents necessary to the above.

3. ASSIGNOR will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and Property.

4. Other than as set forth herein, ASSIGNOR does not have any trademark registrations for the Marks or Property under any state law, the law of any foreign country or international treaty.

5. All representations regarding the Marks in all applications for registration of the Marks are true and correct;

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

FLORIDA MEDIA, INC.

By: *Douglas Cifers*
Douglas Cifers, President

STATE OF *Florida*)
COUNTY OF *Seminole*)

The foregoing instrument was acknowledged before me this *27th* day of *October*, 2006 by *Douglas Cifers* of FLORIDA MEDIA, INC., a Florida Corporation, on behalf of the corporation. S/he is personally known to me or who has produced *FL license* as identification.

Brandea Steffy
Signature of Notary Public,
State of Florida

My Commission Expires:

 **Brandea Steffy**
Commission # DD581786
Expires October 6, 2010
Bonded Troy Fain - Insurance, Inc. 800-365-7019