

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
Hachette Filipacchi Media U.S., Inc.		03/02/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Carilyn Wira		
Street Address:	918 President Street		
City:	Brooklyn		
State/Country:	NEW YORK		
Postal Code:	11215		
Entity Type:	Individual: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3202825	BUDGET BABE	
CORRESPONDENCE DATA			
Fax Number:	(202)861-1783		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-861-1500		
Email:	trademarks@bakerlaw.com		
Correspondent Name:	P. Jay Hines		
Address Line 1:	1050 Connecticut Avenue, N.W.		
Address Line 2:	Washington Square, Suite 1100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	77529.0004		
NAME OF SUBMITTER:	P. Jay Hines		
Signature:	/pjh/		
Date:	03/10/2007		

CH \$40.00 3202825

Total Attachments: 1
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