

TRADEMARK ASSIGNMENT

Electronic 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
Emap East Limited		02/26/2007	CORPORATION: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Emap Consumer Media Limited		
Street Address:	40 Bernard Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	WC1N 1LW		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2497588	ARENA	
Registration Number:	2549230	HOMME PLUS	
Registration Number:	2599960	THE FACE	
CORRESPONDENCE DATA			
Fax Number:	(201)488-3884		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(201) 343-7775		
Email:	goldbergpat@earthlink.net		
Correspondent Name:	Richard M. Goldberg		
Address Line 1:	25 East Salem Street, Suite 419		
Address Line 4:	Hackensack, NEW JERSEY 07601		
ATTORNEY DOCKET NUMBER:	231/3/073;074;077		
DOMESTIC REPRESENTATIVE			

OP \$90.00 2497588

Name: Richard M. Goldberg
Address Line 1: 25 East Salem Street, Suite 419
Address Line 4: Hackensack, NEW JERSEY 07601

NAME OF SUBMITTER:	Richard M. Goldberg
Signature:	/Richard M. Goldberg/
Date:	03/13/2007

Total Attachments: 4
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DATED 26 February 2007

EMAP EAST LIMITED

-and-

EMAP CONSUMER MEDIA LIMITED

TRADE MARK ASSIGNMENT

Urquhart-Dykes & Lord LLP
New Priestgate House
57 Priestgate
Peterborough, Cambs
PE1 1JX

THIS ASSIGNMENT is made the 26th February 2007.

BETWEEN:

1. Emap East Limited a company incorporated in England and Wales and whose registered office is at 40 Bernard Street, London, WC1N 1LW, United Kingdom (the "Assignor"); and
2. Emap Consumer Media Limited a company incorporated in England and Wales and whose registered office is at 40 Bernard Street, London, WC1N 1LW, United Kingdom (the "Assignee").

WHEREAS:

- A) The Assignor is the proprietor of the trade marks details of which are set out in the Schedule hereto (the "Trade Marks").

NOW IT IS HEREBY AGREED AS FOLLOWS:

1. **ASSIGNMENT**

In consideration of the payment of £1.00 from the Assignee to the Assignor receipt of which is hereby acknowledged, the Assignor hereby assigns to the Assignee with full title guarantee all the rights, title and interest in and to the Trade Marks and in and to the goodwill of the business appertaining thereto and which is symbolised thereby (but no other or greater goodwill) including all rights, privileges and advantages thereto including without limitation, the right to take proceedings and recover damages and obtain all other remedies in respect of past infringements thereof to hold unto the Assignee absolutely.

2. **FURTHER ASSURANCE**

The Assignor agrees to do all acts and execute all documents as may be reasonable required by the Assignee from time to time, at the Assignee's cost, after the date of this Assignment for the Assignee to obtain the full benefit of the rights granted to the Assignee pursuant to this Assignment.

3. **GOVERNING LAW**

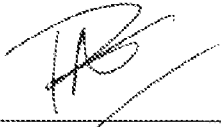
This Assignment shall be governed by and construed in accordance with English law and the parties hereby submit to the exclusive jurisdiction of the English Courts in relation to all matters arising out of this Assignment.

IN WITNESS WHEREOF this Assignment has been executed by or on behalf of the parties hereto on the date first above written.

- 1) **SIGNED FOR AND ON BEHALF OF
EMAP EAST LIMITED**

BY: 
NAME: MARTIN STANDEN
POSITION IN COMPANY: FD

- 2) **SIGNED FOR AND ON BEHALF OF
EMAP CONSUMER MEDIA LIMITED**

BY: 
NAME: PAUL SELMAN
POSITION IN COMPANY: CEO

SCHEDULE

Trade Marks

TRADE MARK	STATUS	COUNTRY	NUMBER	CLASSES
ARENA	Registered	USA	2497588	09, 16, 41
HOMME PLUS	Registered	USA	2549230	09, 16, 41
THE FACE	Registered	USA	2599960	09, 16, 41