

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kara Forney		05/01/2007	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Bump Media, Inc.		
<b>Street Address:</b>	3627 E. Indian School Road		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85018		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78964167	THE BUMP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(602)382-6070		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	602-382-6228		
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<b>Correspondent Name:</b>	Howard Sobelman, Snell & Wilmer L.L.P.		
<b>Address Line 1:</b>	One Arizona Center, 400 E. Van Buren		
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<b>ATTORNEY DOCKET NUMBER:</b>	51985.0100		
<b>NAME OF SUBMITTER:</b>	Howard Sobelman		
<b>Signature:</b>	/Howard Sobelman/		
<b>Date:</b>	05/04/2007		

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Total Attachments: 1  
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**ASSIGNMENT OF TRADEMARK**

WHEREAS, Kara Forney, of 4847 E. Calle Redonda, Phoenix, Arizona 85018, has applied for registration of a certain mark which is pending in the United States Patent and Trademark Office, namely:

<u>Mark</u>	<u>Application No.</u>	<u>Application Date</u>
THE BUMP	78/964,167	August 30, 2006

AND WHEREAS, The Bump Media, Inc., of 3627 E. Indian School Road, Suite 206A, Phoenix, Arizona 85018, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **Kara Forney** does hereby assign to said **The Bump Media, Inc.** all right, title and interest in and to the said mark, together with the good will of the business symbolized by the said mark.

With respect to the intent-to-use trademark application listed above, this assignment is to a successor in interest which is ongoing and existing, and this transfer includes all of the business appurtenant thereto pursuant to 15 U.S.C. §1060.

**Kara Forney**

Signature: *Kara Forney*  
Date: *May 1 '07*

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