

**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>
Body By Jake Global, LLC		06/19/2007	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Exercise TV LLC		
<b>Street Address:</b>	11611 San Vicente Boulevard		
<b>Internal Address:</b>	#505		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90049		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	76620067	EXERCISE! TV	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)820-5988		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-207-3800		
<b>Email:</b>	janet_gass@bstz.com		
<b>Correspondent Name:</b>	Norman Zafman, Esq./Blakely Sokoloff		
<b>Address Line 1:</b>	12400 Wilshire Boulevard		
<b>Address Line 2:</b>	Suite 700		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90025		
<b>ATTORNEY DOCKET NUMBER:</b>	06685.T007		
<b>NAME OF SUBMITTER:</b>	Norman Zafman		
<b>Signature:</b>	/Norman Zafman/		

CH \$40.00 76620067

Date:

07/04/2007

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Body By Jake Global, LLC, a Delaware limited liability company, with its principal place of business at 11611 San Vicente Boulevard, Suite 515, Los Angeles, CA 90049 ("Assignor"), is the owner of the following mark and intent-to-use application therefor in the United States Patent and Trademark Office, and has filed an allegation of use under § 1(c) or § 1(d) of the Lanham Trademark Act:

<u>Serial No.</u>	<u>Mark</u>	<u>Filed</u>
76/620,067	EXERCISE! TV	November 10, 2004

(collectively, the "Mark and Application");

WHEREAS, Exercise TV LLC, a Delaware limited liability company, with a principal place of business at 11611 San Vicente Blvd., #505, Los Angeles, California 90049 ("Assignee"), the successor of the ongoing and existing business (or portion thereof) of Assignor, is desirous of acquiring the Mark and Application;

WHEREAS, Assignor is assigning the Mark and Application as part of the entire business or portion thereof to which the Mark and Application pertains;

WHEREAS, Assignor covenants that it 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 and to the Mark and Application.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor does hereby assign unto the Assignee all right, title, and interest in and to the Mark and Application, together with the goodwill of the business symbolized by the Mark and Application, and all associated common law rights in the Mark and Application.

Body By Jake Global, LLC, Assignor

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

*Handwritten signature: Jake Steinfeld  
Chairman*

Dated: \_\_\_\_\_

*6-19-07*