

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
HS7 Holdings, Inc.		07/20/2007	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	VIDEO PLUS, L.P.		
Street Address:	200 SWISHER ROAD		
City:	LAKE DALLAS		
State/Country:	TEXAS		
Postal Code:	75065		
Entity Type:	LIMITED PARTNERSHIP: TEXAS		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1334275	SUCCESS!	
Registration Number:	2975833	WORKING AT HOME	
Registration Number:	2118105	WE CREATE MILLIONAIRES	
Serial Number:	78333143	SUCCESS	
Serial Number:	78332790	SUCCESS ONLINE	
Serial Number:	78332791	SUCCESSONLINE.COM	
Serial Number:	78332876	SUCCESSWIRELESS	
Serial Number:	78332873	SUCCESSWIRELESS.COM	
CORRESPONDENCE DATA			
Fax Number:	(214)210-5941		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(214)210-5940		
Email:	alissa.digman@grspc.com		
Correspondent Name:	George R. Schultz, Schultz & Associates		
Address Line 1:	5400 LBJ Freeway		

OP \$215.00 1334275

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TRADEMARK
 REEL: 003590 FRAME: 0238

Address Line 2: Suite 1200
Address Line 4: Dallas, TEXAS 75240

ATTORNEY DOCKET NUMBER: 69213.0131

NAME OF SUBMITTER: George R. Schultz

Signature: /George R. Schultz/

Date: 07/25/2007

Total Attachments: 5
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**TRADEMARK, DOMAIN NAMES, CUSTOMER LISTS
COPYRIGHT AND ARCHIVES ASSIGNMENT**

This Trademark, Domain Names, Customer Lists, Copyright and Archives Assignment ("Assignment") is made between HS7 HOLDINGS, INC., a Florida corporation, of 4710 Eisenhower Blvd. Suite B5, Tampa, Florida 33634, ("Assignor") and Video Plus, L.P., a Texas limited partnership, of 200 Swisher Road, Lake Dallas, Texas 75065 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the following trademark applications filed in the United States Patent and Trademark Office:

Mark: SUCCESS	Application Number 78/333,143
Mark: SUCCESS ONLINE	Application Number 78/332,790
Mark: SUCCESSONLINE.COM	Application Number 78/332,791
Mark: SUCCESSWIRELESS	Application Number 78/332,876
Mark: SUCCESSWIRELESS.COM	Application Number 78/332,873

WHEREAS, Assignor is the owner of all right, title and interest in and to the following trademarks registered the United States Patent and Trademark Office:

Mark: SUCCESS! (Stylized)	Registration Number 1,334,275
Mark: SUCCESS (Stylized)	Registration Number 1,221,662
Mark: SUCCESS	Registration Number 2,051,831
Mark: SUCCESS	Registration Number 2,051,832
Mark: SUCCESS UNLIMITED	Registration Number 1,195,174
Mark: MULTIMEDIA UNIVERSITY	Registration Number 1,951,014
Mark: WORKING AT HOME	Registration Number 2,028,050
Mark: WORKING AT HOME	Registration Number 2,975,833
Mark: WE CREATE MILLIONAIRES	Registration Number 2,118,105
Mark: WE CREATE MILLIONAIRES	Registration Number 2,175,705

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WHEREAS, Assignor is the owner of rights, title and interest in and to the following trademark applications filed in foreign Patent and Trademark Offices:

Mark: SUCCESS	Application Number 45,927 (Bangladesh)
Mark: SUCCESS	Application Number 631,860 (India)
Mark: SUCCESS	Application Number MA/10926/94 (Malaysia)
Mark: SUCCESS	Application Number 155,793 (Mexico)
Mark: SUCCESS	Application Number 134,383 (Pakistan)
Mark: SUCCESS	Application Number 00463 (Philippines)
Mark: SUCCESS	Application Number S/4892/94 (Singapore)
Mark: SUCCESS	Application Number 95/13356 (South Africa)
Mark: SUCCESS MAGAZINE	Application Number 13777/1997 (South Korea)
Mark: SUCCESS	Application Number 78,149 (Sri Lanka)
Mark: SUCCESS	Application Number 352,336 (Thailand)

WHEREAS, Assignor is the owner of rights, title and interest in and to the following trademark registrations that were or are registered in foreign Patent and Trademark Offices:

Mark: SUCCESS	Registration Number B526,901 (Australia)
Mark: SUCCESS	Registration Number 553,747 (Benelux)
Mark: SUCCESS UNLIMITED	Registration Number TMA 139,559 (Canada)
Mark: SUCCESS!	Registration Number 331,969 (Canada)
Mark: SUCCESS	Registration Number 94533788 (France)
Mark: SUCCESS	Registration Number 2 911 538 (Germany)
Mark: SUCCESS	Registration Number B5023/1996 (Hong Kong)
Mark: SUCCESS	Registration Number 00699032 (Italy)
Mark: SUCCESS MAGAZINE	Registration Number 4,240,149 (Japan)

Mark: SUCCESS

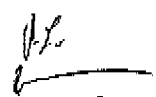
Registration Number 732,658 (Taiwan)

WHEREAS, Assignor is the owner of all right, title and interest in to the following domain names (collectively, the "Domain Names"), and Assignor desires to transfer the Domain Names to Assignee effective the date of this Assignment:

"www.successmagazine.com";
"www.success-magazine.com";
"www.successmagazineweekletter.com";
"www.successmagazine.com.cn";
"www.succcssmagazine.la";
"www.successmagazine.name";
"www.successmagazine.us";
"www.successmagazine.org";
"www.succcssmagazine.mobi";
"www.successmagazine.cc";
"www.successmagazinellc.com";
"www.successmagazineonline.biz";
"www.successmagazineonline.com";
"www.successmagazineonline.org";
"www.successmagazineworkshop.com";
"www.thesucccssmagazine.com";
"www.thesucccssmagazine.info";
"www.thesucccssmagazine.org";
"www.thesucccssmagazine.net";
"www.thesucccssmagazine.biz";
"www.wecreatemillionaires.us";
"www.workingathome.la";
"www.workingathome.name";
"www.workingathomemagazine.com";
"www.workingathomemagazine.us";
"www.workingathomemagazine.info";
"www.workingathomemagazine.biz";
"www.workingathomemagazine.org"; and
"www.workingathomemagazine.net"

WHEREAS, Assignor is the owner of all right, title and interest in and to all copyrights and intellectual property contained on the Domain Names, including but not limited to, text, photographs, images and html (collectively, the "Works").

WHEREAS, Assignor is the owner of all right, title and interest in and to the subscription lists and databases of *Success Magazine* and *Working at Home Magazine* dated as of January 9,


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2002 (collectively, the "Customer Lists"), and Assignor desires to transfer to Assignee a complete copy of the Customer Lists;

WHEREAS, Assignor is the owner of rights relating to archived records maintained in the Library of Congress, including but not limited to, all issues of magazines published by Assignor or on behalf of Assignor up to January 9, 2002 (the "Archives"), and Assignor desires to transfer to Assignee all such rights to the Archives.

WHEREAS, Assignee is desirous of acquiring said marks and the registrations thereof, Domain Names, Works, Customer Lists and the right to access and copy the Archives; and

WHEREAS, the assignment effected hereunder is required pursuant to that certain Asset Purchase Agreement between Assignor and Assignee, executed herewith (the "Agreement"), and to which this assignment is attached as Exhibit "A".

NOW THEREFORE, pursuant to the Agreement and in consideration of the premises stated therein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is hereby agreed that Assignor does hereby assign unto Assignee (i) all of Assignor's United States and foreign right, title and interest in and to the aforementioned marks, together with the goodwill of the business symbolized thereby and all common law rights thereto, (ii) all of Assignor's right, title and interest in and to the Works, including any copyrights therein and any and all renewal and extensions thereof (iii) all of Assignor's right, title and interest in the Domain Names (iv) a complete copy of the Customer Lists, and (v) all rights Assignor has in the Archives.

Executed this 20th day of July, 2007.

ASSIGNOR:

HS7 HOLDINGS, INC., a Florida corporation

By: Peter S. Lowe, President

Peter S. Lowe, President

Date: July 20, 2007

State of Colorado §

County of Eagle §

P.S.
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Before me personally appeared Peter S. Lowe and acknowledged the foregoing instrument to be his free act and deed this 20 day of July, 2007.



Edgar Luevanos
Notary Public

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