

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/30/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Butterfly Effect Projects LLC		08/30/2007	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Feed Projects LLC
Street Address:	520 Hudson Street
Internal Address:	Suite 126
City:	New York
State/Country:	NEW YORK
Postal Code:	10014
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77191986	FEED

CORRESPONDENCE DATA

Fax Number: (646)424-0880
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 646 424 0770
 Email: mag@scgb-law.com
 Correspondent Name: Meyer A. Gross
 Address Line 1: 292 Madison Avenue
 Address Line 2: 19th Floor
 Address Line 4: New York, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	3208-001T
NAME OF SUBMITTER:	Meyer A. Gross

CH \$40.00 77191986

Signature:

/Meyer A. Gross/

Date:

09/07/2007

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK AND OF APPLICATION
FOR REGISTRATION THEREOF

WHEREAS, The Butterfly Effect Projects LLC, a New York limited liability company, having a place of business at 520 Hudson Street, Suite 126, New York, NY 10014, (hereinafter referred to as ASSIGNOR), is the owner of the entire right, title and interest in and to the following Trademark and the below identified application for United States Registration thereof:

Trademark: FEED

Ser. No. 77/191,986

Filed May 29, 2007

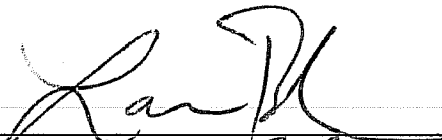
WHEREAS, Feed Projects LLC, a New York limited liability company, having a place of business at 520 Hudson Street, Suite 126, New York, NY 10014 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the above-identified Trademark and the said application for United States Registration thereof:

NOW, THEREFORE, for One Dollar and other good and valuable consideration, the receipt and sufficiency of which is acknowledged, ASSIGNOR does hereby assign, transfer and sell to ASSIGNEE all of ASSIGNOR'S right, title and interest in and to the above-identified trademark and the said United States

application Ser. No. 77/191,986 for registration thereof, and of any registration granted thereon, together with the goodwill of the business appurtenant to and symbolized by said trademark, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed by its duly authorized officer as of the date set forth below.

The Butterfly Effect Projects LLC

By: 
Name: *Lauren Buch*
Title: *Founder, Director*

Dated: *August 30*, 2007