

TO: MICHAEL ANDELSON COMPANY: 74760 HIGHWAY 111

Re 12.26.07

12-27-2007



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
Intermix Media, Inc.		05/31/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Brand Ideas, Inc.		
Street Address:	2301 Rosecrans Avenue		
Internal Address:	Suite 4100		
City:	El Segundo		
State/Country:	CALIFORNIA		
Postal Code:	90245-4967		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78570038	SPRINKLE THIN	
CORRESPONDENCE DATA			
Fax Number:	(760)340-6698		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	760-568-2611		
Email:	nina.beck@bbklaw.com		
Correspondent Name:	Michael Andelson		
Address Line 1:	74760 Highway 111		
Address Line 2:	Suite 200		
Address Line 4:	Indian Wells, CALIFORNIA 92210		
ATTORNEY DOCKET NUMBER:	78413.7 SPRINKLE THIN		
NAME OF SUBMITTER:	Michael J. Andelson		
Signature:	/s/		

OP \$40.00 78570038

TO: MICHAEL ANDELSON COMPANY: 74760 HIGHWAY 111

Date:

12/17/2007

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK RIGHTS

This Assignment of Trademark Rights (the "Agreement") is entered into effective as of May 31, 2007 (the "Effective Date"), by and between Intermix Media, Inc., ("Assignor"), a Delaware corporation, and Brand Ideas, Inc. ("Assignee"), a Delaware corporation.

Whereas, Assignor is the owner of the SPRINKLE THIN trademark (the "Mark"), and has filed a registration application therefor in the United States under Serial Number 78/570038; and

Whereas, Assignee is desirous of acquiring the entire and exclusive rights, title and interest in and to the Mark;

Now, therefore, pursuant to a Membership Interest Purchase Agreement between and among Assignor, Assignee and Alena, LLC dated May 31, 2007, and for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all its right, title and interest in and to said Mark, together with the goodwill of the business symbolized by the Mark, and the above identified registration application thereof. This assignment includes the right to sue and recover damages for past and future infringements of Assignor's rights in the Mark and to bring any proceeding in the United States Patent and Trademark Office or any equivalent agency in any other country for cancellation or opposition or other proceeding in connection with said Mark. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Assignor further agrees that it will execute, verify, acknowledge and deliver all such further papers, including any instruments of transfer and recordable assignments, and perform such other acts as Assignee lawfully may request from time to time, to perfect and vest title in the Marks in Assignee, or Assignee's successors and assigns.

This Agreement will be governed by and enforced in accordance with the principles of the laws of the State of California, without giving effect to any conflicts of law principles.

IN WITNESS WHEREOF, Intermix Media, Inc. has caused this Assignment of Trademark Rights to be executed by its duly authorized officer as of the Effective Date.

[Signature Page Follows]

