

**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>
CurtCo Robb Media, LLC		01/21/2008	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Mendelsohn Media, LLC		
<b>Street Address:</b>	22287 Mulholland Highway #349		
<b>City:</b>	Calabasas		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91302		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77227388	LUXURY CE	
<b>Registration Number:</b>	3074850	HOME ENTERTAINMENT & DESIGN	
<b>Registration Number:</b>	2996117	HOME ENTERTAINMENT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)435-0242		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	tfreiberger1@yahoo.com		
<b>Correspondent Name:</b>	Thomas M. Freiburger		
<b>Address Line 1:</b>	P.O. Box 1026		
<b>Address Line 4:</b>	Tiburon, CALIFORNIA 94920		
<b>NAME OF SUBMITTER:</b>	Thomas M. Freiburger		
<b>Signature:</b>	/Thomas M. Freiburger/		
<b>Date:</b>	03/19/2008		

OP \$90.00 77227388

**Total Attachments: 4**

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## ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES

THIS ASSIGNMENT OF TRADEMARKS AND DOMAIN NAMES (this "Assignment") is made by CURTCO ROBB MEDIA, LLC, a Delaware limited liability company, with a principal place of business at 29160 Heathercliff Road, Malibu, California 90265-6304 ("Assignor"), to MENDELSON MEDIA, LLC, a California limited liability company, with a principal place of business at 22287 Mulholland Highway #349 Calabasas, CA 91302 ("Assignee").

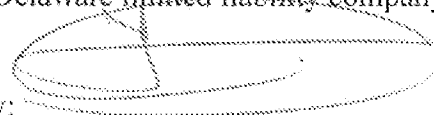
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby assign unto Assignee, Assignor's entire right, title and interest in and to the trademarks and domain names listed on Exhibit A attached hereto (the "Marks") in the United States and all foreign countries, including all common law rights, all registrations and applications for registration thereof, in and to the goodwill symbolized by the Marks, for Assignee's own use and benefit and for the use and benefit of its successors and assigns.

This Assignment is intended to evidence the consummation of the sale, transfer and assignment by the Assignor to the Assignee of all of the Assignor's right, title and interest in and to the Marks as contemplated by that certain Asset Purchase Agreement dated as of the date hereof by and between the Assignor and the Assignee (the "Purchase Agreement"). The Assignee, by its acceptance this Assignment, hereby acknowledges and agrees that neither the representations and warranties nor the rights and remedies of any party under the Purchase Agreement shall be deemed to be enlarged, modified or altered in any way by this Assignment. In the event of any inconsistencies or ambiguities between this Agreement and the Purchase Agreement, the terms of the Purchase Agreement shall govern. Without limiting the generality of the foregoing, the Assignee, by its acceptance of this Assignment, acknowledges that the Marks are being sold, transferred, conveyed and assigned by the Assignor, and purchased, acquired and accepted by the Assignee, "AS IS," "WHERE IS," AND "WITH ALL FAULTS."

*[Remainder of Page Intentionally Left Blank]*

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed this 21  
day of January, 2008.

CURTCO ROBB MEDIA, LLC,  
a Delaware limited liability company



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

Name: Cirno Fabian

Title: SVP COO

*Handwritten initials*

Trademark

Registration Number

Mark	Class	App No./ Filing Date	Reg. No/ Reg. Date	Renewal Date
Home Entertainment	16	76/167,286 11/17/00	2,996,117 9/13/05	09/13/15
Home Entertainment & Design	16	78/175,393 10/17/02	3,074,850 03/08/06	03/08/16
Luxury CE	16	77/227,388 07/11/2007	Registration Pending	

Domain Name

DIGITALTV-MAG.COM	7/11/2008
DIGITALTV-MAG.NET	7/11/2008
DIGITALTV-MAG.TV	7/11/2008
DIGITALTV-MAGAZINE.COM	7/11/2008
DIGITALTVMAG.NET	7/11/2008
DIGITALTVMAG.TV	7/11/2008
DIGITALTVMAGAZINE.NET	7/11/2008
DIGITALTVMAGAZINE.TV	7/11/2008
DIGITALTVMAGONLINE.COM	7/15/2008
DIGITALTVMAGONLINE.NET	7/15/2008
DIGITALTVMAGONLINE.TV	7/15/2008
DIGITALTVONLINE.NET	7/15/2008
DIGITALTVONLINE.TV	7/15/2008
DTVMAG.COM	7/11/2008
DTVMAG.NET	7/11/2008
DTVMAG.TV	7/11/2008
HEDMAG.COM	5/6/2008
HEDMAG.NET	5/6/2008
HEDMAG.TV	11/10/2008
HEDMAGAZINE.TV	11/10/2008
HEDMAGONLINE.COM	5/6/2008
HEMAGAZINE.COM	4/6/2008
HEMAGAZINE.TV	11/10/2008
HOMEENTERTAINMENTANDDESIGN.COM	5/6/2008
HOMEENTERTAINMENTANDDESIGN.NET	5/6/2008
HOMEENTERTAINMENTONLINE.COM	4/6/2008
HOMEENTERTAINMENTONLINE.TV	11/10/2008
INSIDEHE.COM	6/6/2008
INSIDEHOMEENTERTAINMENT.COM	6/6/2008

LUXURYCE.COM  
LUXURYCEMAG.COM  
LUXURYCEMAGAZINE.COM

7/12/2008  
7/12/2008  
7/12/2008

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