

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
Niche Media Holdings, LLC		04/02/2008	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA

Name:	Ocean Drive Media Group, LLC
Street Address:	901 N. Green Valley Parkway
Internal Address:	Ste. 210
City:	Henderson
State/Country:	NEVADA
Postal Code:	89074
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	3097413	OCEAN DRIVE EYEWEAR
Registration Number:	2737057	OCEAN DRIVE
Registration Number:	2336740	OCEAN DRIVE'S PALM BEACH
Registration Number:	1824382	OCEAN DRIVE
Registration Number:	2879063	OCEAN DRIVE

CORRESPONDENCE DATA

Fax Number: (702)949-8376
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (702) 949-8200
 Email: TRADEMARKS-LASVEGAS@LRLAW.COM
 Correspondent Name: Michael J. McCue
 Address Line 1: 3993 Howard Hughes Parkway
 Address Line 2: Ste. 600
 Address Line 4: Las Vegas, NEVADA 89169

CH \$140.00 3097413

ATTORNEY DOCKET NUMBER:	55164.00001
NAME OF SUBMITTER:	Jennifer K. Craft
Signature:	/Jennifer K. Craft/
Date:	04/02/2008
Total Attachments: 1 source=OCEANDRIVE#page1.tif	

ASSIGNMENT

This Intellectual Property Assignment (the "Assignment") is made effective as of November 1, 2007 (the "Effective Date") by and between NICHE MEDIA HOLDINGS, LLC, a Nevada limited liability company ("Assignor") and OCEAN DRIVE MEDIA GROUP, LLC, a Nevada limited liability company, ("Assignee").

In consideration of the covenants, representations and warranties by and between the parties, as well as other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree to the following:

Assignor is the owner of the following trademarks ("Marks"), including the following U.S. registrations and applications ("Applications and Registrations"):

Mark:	Application No./Registration No.:
OCEAN DRIVE EYEWEAR & DESIGN	3,097,493
OCEAN DRIVE	2,737,057
OCEAN DRIVE'S PALM BEACH	2,336,740
OCEAN DRIVE	1,824,382
OCEAN DRIVE	2,879,063

Assignor hereby conveys, transfers and assigns to Assignee, Assignor's entire right, title, and interest in and to the Marks, including the corresponding Applications and Registrations, all goodwill of the business symbolized therefrom, and the right to sue and recover for any past and/or continuing infringements or contract breaches, said right, title, license and interest to be held and enjoyed by Assignee, for Assignee's own use and benefit and for the use and benefit of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this conveyance, transfer and assignment had not been made.

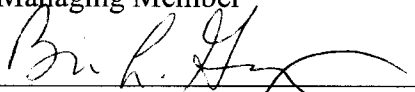
IN WITNESS WHEREOF, the parties have caused this instrument to be executed by its duly authorized corporate officer as of the 2nd day of April, 2008.

NICHE MEDIA HOLDINGS, LLC a
Nevada limited liability company

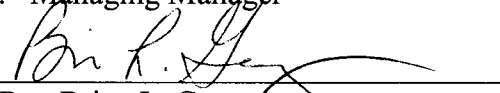
OCEAN DRIVE MEDIA GROUP, LLC, a
Nevada limited liability company

By: Greenspun Media Group, LLC
Its: Managing Member

By: Niche Media Holdings, LLC
Its: Managing Manager


By: Brian L. Greenspun
Its: Manager

By: Greenspun Media Group, LLC
Its: Managing Manager


By: Brian L. Greenspun
Its: Manager