

**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>
LONELYGIRL15 LLC		05/08/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EQAL, INC.		
<b>Street Address:</b>	201 Wilshire Boulevard		
<b>Internal Address:</b>	Second Floor		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90401		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77210021	LG15	
<b>Serial Number:</b>	77247209	12 IN 12	
<b>Registration Number:</b>	3338362	LONELYGIRL15	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(310) 321-2000		
<b>Email:</b>	skb@msk.com		
<b>Correspondent Name:</b>	Steven Bevins/Mitchell Silberberg Knupp		
<b>Address Line 1:</b>	11377 West Olympic Boulevard		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064-1683		
<b>ATTORNEY DOCKET NUMBER:</b>	41104-00000		
<b>NAME OF SUBMITTER:</b>	Lucy B. Arant		

OP \$90.00 77210021

Signature:

/LBA012362/

Date:

05/08/2008

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, LONELYGIRL15 LLC., a California Limited Liability Company having its principal offices at 1334 Barry Avenue, #1, Los Angeles, California 90025, has adopted, used, is using and is the owner of the following trademarks now the subject of applications and registration as set forth below in the United States Patent and Trademark Office:

TRADEMARKS	APPLN./REG. NO.	DATE OF APPLICATION/REGISTRATION
LG15	77/210,021	June 19, 2007
12 IN 12	77/247,209	August 3, 2007
LONELYGIRL15	3,338,362	November 2007

WHEREAS, EQAL, INC. , a Delaware corporation having its principal offices at 201 Wilshire Boulevard, Second Floor, Santa Monica, California 90401, is desirous of acquiring any and all rights that LONELYGIRL15 LLC may have in and to the said trademarks and the registrations therefore, together with the goodwill in connection with which said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof;

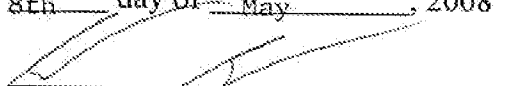
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, LONELYGIRL15 LLC does hereby assign to EQAL, INC.. all right, title and interest in and to the said trademarks and registrations, together with the goodwill in connection with which the said trademarks are used and which is symbolized by the said trademarks, along with the right to recover for damages and profits for past and future infringements thereof.

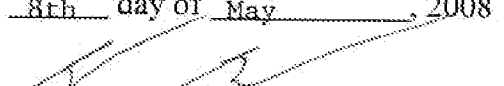
LONELYGIRL15 LLC

EQAL, INC.

Signed at Los Angeles,  
California, this  
8th day of May, 2008

Signed at Los Angeles,  
California, this  
8th day of May, 2008

  
Signature

  
Signature

Greg Goodfried  
Name

Greg Goodfried  
Name

President & Chief Operating Officer  
Title

President & Chief Operating Officer  
Title