

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
LONELYGIRL15 LLC		05/08/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	EQAL, INC.		
Street Address:	201 Wilshire Boulevard		
Internal Address:	Second Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77171495	KATEMODERN	
CORRESPONDENCE DATA			
Fax Number:	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 312-2000		
Email:	skb@msk.com		
Correspondent Name:	Steve Bevins/Mitchell Silberberg & Knupp		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	41104-00001		
NAME OF SUBMITTER:	Lucy B. Arant		
Signature:	/LBA012362/		

OP \$40.00 77171495

Date:

05/08/2008

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, LONELYGIRL15 LLC., a California Limited Liability Company having its principal offices at 1334 Barry Avenue, #1, Los Angeles, California 90025, has intended to use the following mark in commerce and has filed an application, now assigned as set forth below, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of The Trademark Act, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the marks pertain as required by 15 U.S.C. § 1060

TRADEMARK	APPLN. NO.	DATE OF APPLICATION
KATEMODERN	77/171,495	May 3, 2007

WHEREAS, EQAL, INC. , a Delaware corporation having its principal offices at 201 Wilshire Boulevard, Second Floor, Santa Monica, California 90401, the successor of the ongoing and existing business [or portion thereof] of LONELYGIRL15 LLC to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

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 said trademark and application in the United States and throughout the world therefore, together with the goodwill of the business in connection with which said trademark will be used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

Assignor hereby covenants with assignee that it is the lawful owner of the rights in and to the work and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

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

Greg Goodfried

Name

Name

President & Chief Operating Officer
Title

President & Chief Operating Officer
Title