

TRADEMARK ASSIGNMENT

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
DIC Entertainment Corporation		06/04/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Kewl Magazine LLC		
Street Address:	10061 Riverside Drive		
Internal Address:	Suite 901		
City:	Toluca Lake		
State/Country:	CALIFORNIA		
Postal Code:	91602		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3412331	KEWL MAGAZINE	
CORRESPONDENCE DATA			
Fax Number:	(202)659-1559		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-785-4644		
Email:	kkovacs@dickinsonwright.com		
Correspondent Name:	Karen A. Kovacs		
Address Line 1:	1901 L Street NW		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	2066-5002		
NAME OF SUBMITTER:	Karen A. Kovacs		
Signature:	/Karen A. Kovacs/		

OP \$40.00 3412331

Date:

06/11/2008

Total Attachments: 1

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ASSIGNMENT

WHEREAS, DIC Entertainment Corporation (Assignor), a corporation organized under the laws of the state of Delaware, domiciled and doing business at 4100 West Alameda Avenue, Burbank, California 91505, is the present title owner of the trademark KEWL MAGAZINE and U.S. Registration No. 3,412,331 which covers the mark KEWL MAGAZINE as filed with the U.S. Patent and Trademark Office on January 18, 2007 and registered on April 15, 2008;

AND WHEREAS, Kewl Magazine LLC (Assignee), a limited liability company organized under the laws of the state of Delaware, domiciled and doing business at 10061 Riverside Drive, Suite 901, Toluca Lake, California 91602, is desirous of acquiring all of the rights, title, and interest in and to the trademark KEWL MAGAZINE and U.S. Registration No. 3,412,331 covering the trademark KEWL MAGAZINE.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor assigns, conveys, and transfers to Assignee, and its successors and assigns, all rights, title, and interest in and to the trademark KEWL MAGAZINE and U.S. Registration No. 3,412,331 covering the trademark KEWL MAGAZINE, together with that part of the goodwill of the Assignor's business in connection with the use of and symbolized by the trademark KEWL MAGAZINE.

IN WITNESS WHEREOF, the Assignor has hereunder executed this instrument this 4th day of June, 2008.

DIC ENTERTAINMENT CORPORATION

