

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
Philadelphia Style Magazine, LLC		02/01/2008	LIMITED LIABILITY COMPANY: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Philadelphia Style, LLC		
Street Address:	901 N. Green Valley Parkway, Suite 210		
City:	Henderson		
State/Country:	NEVADA		
Postal Code:	89074		
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78846159	PHILLYSTYLEMAG.COM	
Registration Number:	3152945	PHILADELPHIA STYLE CLUB	
Serial Number:	78508211	WASHINGTON, DC	
Registration Number:	3035352	STYLE FOR YOU...YOUR HOME...YOUR LIFE	
Registration Number:	2923215	PHILADELPHIA STYLE	
Registration Number:	2258299	PHILADELPHIA STYLE	
CORRESPONDENCE DATA			
Fax Number:	(702)949-8398		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	TRADEMARKS2-LASVEGAS@LRLAW.COM		
Correspondent Name:	Michael McCue		
Address Line 1:	3993 Howard Hughes Parkway, Ste. 600		
Address Line 4:	Las Vegas, NEVADA 89169		
ATTORNEY DOCKET NUMBER:	55165-00001		

CH \$165.00 78846159

NAME OF SUBMITTER:	Jennifer K. Craft, Esq.
Signature:	/Jennifer K. Craft/
Date:	06/17/2008
Total Attachments: 4 source=Philly purchas agrment redacted#page1.tif source=Philly purchas agrment redacted#page2.tif source=Philly purchas agrment redacted#page3.tif source=Philly purchas agrment redacted#page4.tif	

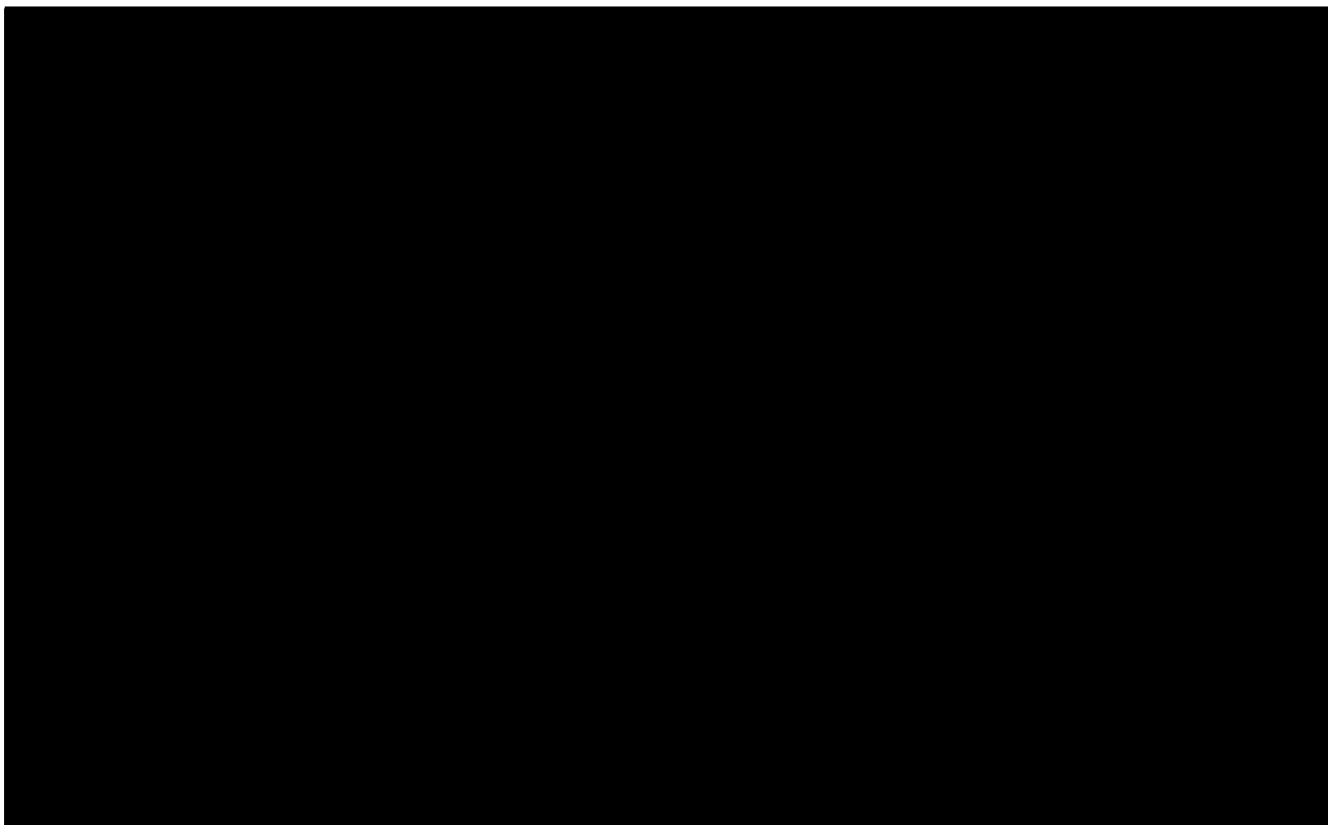
ASSET PURCHASE AGREEMENT

This Asset Purchase Agreement (this "Agreement") is made and entered into effective as of 12:01 a.m. Philadelphia time on February 1, 2008, by and among PHILADELPHIA STYLE, LLC, a Nevada limited liability company ("Buyer"), DLG MEDIA HOLDINGS, LLC, a Pennsylvania limited liability company ("DLG"), PHILADELPHIA STYLE MAGAZINE, L.L.C., a Pennsylvania limited liability company ("PSM"), and WASHINGTON D.C. STYLE MAGAZINE, L.L.C., a Pennsylvania limited liability company ("DCSM" and, collectively with DLG and PSM, "Seller"), and Dana Spain-Smith, an individual ("Principal"), on the following terms and conditions:

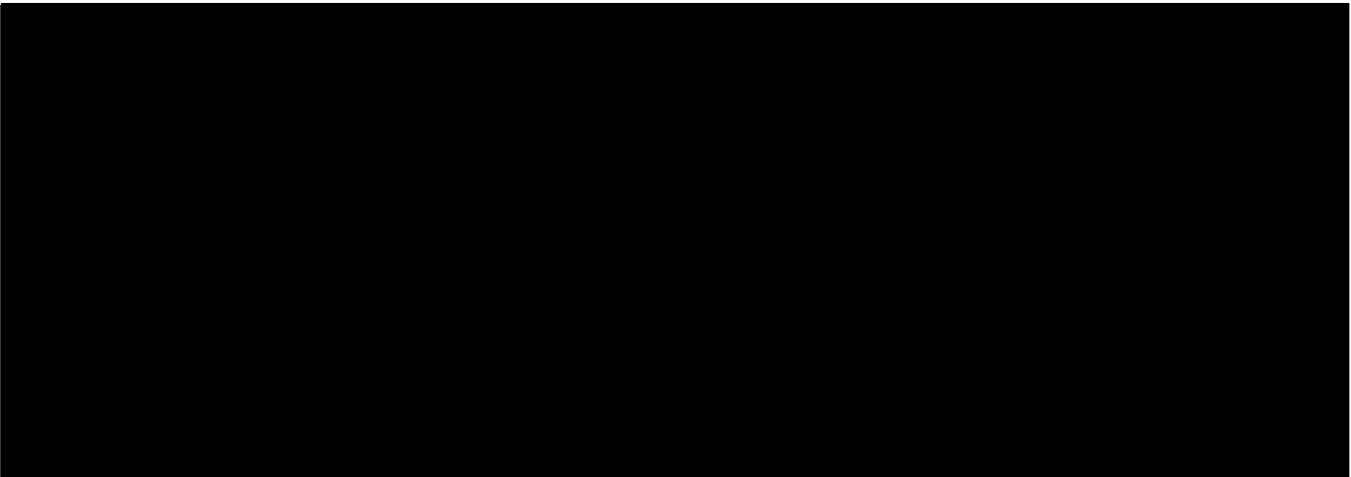


ARTICLE I THE PURCHASE

1.1 Purchase and Sale of Assets. On and subject to the terms and conditions set forth in this Agreement, at the Closing, but effective as of the Effective Time, Seller shall sell, convey, assign, transfer and deliver to Buyer, and Buyer shall purchase and acquire from Seller, free and clear of any and all Liens, all of Seller's right, title and interest in and to all of Seller's property and assets, personal or mixed, tangible and intangible, of every kind and description, wherever located (the "Assets"), including, but not limited to, the following (but excluding the Excluded Assets):



(g) All of the intangible rights and property of Seller, including (i) all Intellectual Property Assets, (ii) all assumed fictional business names, trade names, registered and unregistered trademarks, service marks and applications, if any; (iii) all patents, patent applications, inventions and discoveries that may be patentable; (iv) all registered and unregistered copyrights in both published works and unpublished works; (v) all rights in mask works; (vi) all know-how, trade secrets, confidential or proprietary information, customer lists, software (to the extent assignable), technical information, data, process technology, drawings and blueprints; (vii) all telephone numbers, e-mail addresses, and rights in internet web sites and internet domain names, and (viii) going concern value and all goodwill;



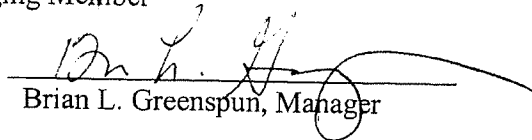
IN WITNESS WHEREOF, the parties have made and entered into this Assignment as of the date first set forth above, regardless of the date of actual signing.

BUYER:

PHILADELPHIA STYLE, LLC,
a Nevada limited liability company

By: Niche Media Holdings, LLC
a Nevada limited liability company
Its: Sole Member

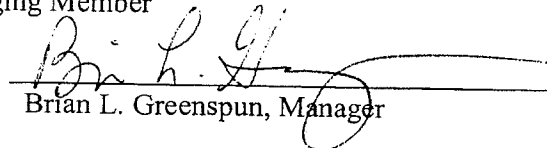
By: Greenspun Media Group, LLC,
a Nevada limited liability company
Its: Managing Member

By: 
Name: Brian L. Greenspun, Manager

Solely and exclusively for purposes of ARTICLE VII:

NICHE MEDIA HOLDINGS, LLC
a Nevada limited liability company


By: Greenspun Media Group, LLC,
a Nevada limited liability company
Its: Managing Member

By: 
Name: Brian L. Greenspun, Manager

[Signatures Continued on Next Page]

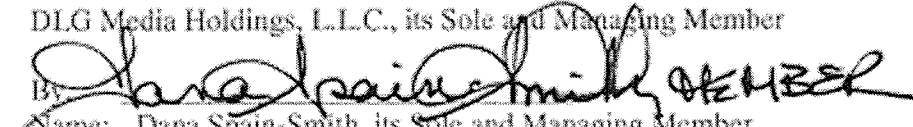
SELLER:

DLG MEDIA HOLDINGS, L.L.C.,
a Pennsylvania limited liability company

By: 
Name: Dana Spain-Smith, its Sole and Managing Member


PHILADELPHIA STYLE MAGAZINE, L.L.C.,
a Pennsylvania limited liability company

By: DLG Media Holdings, L.L.C., its Sole and Managing Member

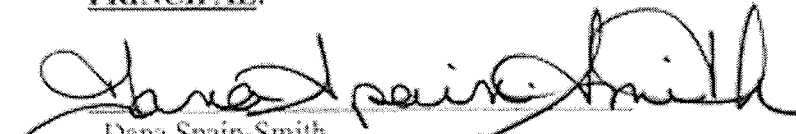
By: 
Name: Dana Spain-Smith, its Sole and Managing Member

WASHINGTON D.C. STYLE MAGAZINE, L.L.C.,
a Pennsylvania limited liability company

By: DLG Media Holdings, L.L.C., its Sole and Managing Member

By: 
Name: Dana Spain-Smith, its Sole and Managing Member

PRINCIPAL:


Dana Spain-Smith