

**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>
HVS Licensing, LLC		04/28/2008	LIMITED LIABILITY COMPANY: DELAWARE
Jane Stern		03/19/2008	INDIVIDUAL: UNITED STATES
Michael Stern		03/19/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JMS & SR LLC		
<b>Street Address:</b>	61 Emerson Road		
<b>City:</b>	Winchester		
<b>State/Country:</b>	MASSACHUSETTS		
<b>Postal Code:</b>	01890		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2685127	ROADFOOD	
Registration Number:	3316387	ROADFOOD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)420-2201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	wades@dicksteinshapiro.com		
<b>Correspondent Name:</b>	Stephanie K. Wade, Esq.		
<b>Address Line 1:</b>	1825 I Street, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20006		
<b>ATTORNEY DOCKET NUMBER:</b>	H1395.0112 AND .0134		
<b>NAME OF SUBMITTER:</b>	Attorney of Record		

OP \$65.00 2685127

Signature:

/Stephanie K. Wade/

Date:

06/17/2008

**Total Attachments: 3**

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ASSIGNMENT

WHEREAS, the mark ROADFOOD for books, directories, guides, and a website relating to restaurants and eateries (hereinafter referred to as the "Mark") is owned by the following:

HVS Licensing, LLC  
a Delaware limited liability company  
372 Willis Avenue  
Mineola, NY 11501

and

Jane Stern  
a U.S. citizen  
28 Wayside Lane  
West Redding, CT 06896

and

Michael Stern  
a U.S. citizen  
28 Wayside Lane  
West Redding, CT 06896

(hereinafter collectively referred to as "Assignors"); and

WHEREAS, Assignors are the owner of the following U.S. Trademark and Service Mark registrations as shown by the records of the United States Patent and Trademark Office:

Reg. No.	Reg. Date	Mark	Coverage
2,685,127	February 11, 2003	ROADFOOD	series of non-fiction books relating to restaurants and eateries
3,316,387	October 23, 2007	ROADFOOD	providing an on-line directory information service featuring information regarding restaurants and eateries; providing consumer information in the field of restaurants and eateries

(hereinafter referred to as the "Registrations"); and

WHEREAS, the following is desirous of acquiring all rights, title, and interest of Assignors in and to, and to the use of, the mark ROADFOOD and the goodwill symbolized thereby:

JMS & SR LLC  
a Delaware limited liability company  
61 Emerson Road  
Winchester, MA 01890

(hereinafter referred to as "Assignee").

NOW, THEREFORE, for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby mutually acknowledged, Assignors do hereby sell, assign, transfer, and convey to Assignee all rights, title and interest in and to, and to the use of, the Mark, together with the goodwill symbolized thereby, said Registrations, and the right to recover damages for any past infringement of the Mark.

HVS LICENSING, LLC

By: Judith K Rusitmore  
Name: JUDITH K. RUSITMORE  
Title: MANAGING MEMBER

COMMONWEALTH OF MASSACHUSETTS )  
 ) ss:  
COUNTY OF Middlesex )

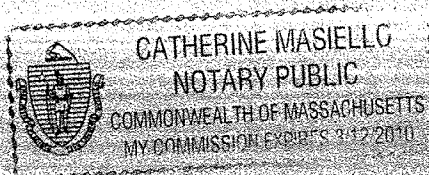
Subscribed and sworn to before me this 28<sup>th</sup> day of April, 2008.

Catherine Masiello  
Notary Public

My Commission Expires:

3.12.2010


[SEAL]



  
Jane Stern

STATE OF CT )  
COUNTY OF Fairfield )

Subscribed and sworn to before me this 19 day of March, 2008.

  
Michael Stern

STATE OF CT )  
COUNTY OF Fairfield )

Subscribed and sworn to before me this 19 day of March, 2008.

SHIRLEY STANROD  
NOTARY PUBLIC  
MY COMMISSION EXPIRES 5/31/2011

