

**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>
FB Merchandising Group LLC		03/21/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SPOP, Inc.		
<b>Street Address:</b>	818 South Broadway, Ste. #601		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90014		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77392418	P	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)445-9169		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	310-666-6880		
<b>Email:</b>	katherine@koyanagilaw.com		
<b>Correspondent Name:</b>	Katherine Koyanagi		
<b>Address Line 1:</b>	11301 W. Olympic Blvd., #324		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>NAME OF SUBMITTER:</b>	Katherine Koyanagi		
<b>Signature:</b>	/kkoyanagi/		
<b>Date:</b>	08/04/2008		

OP \$40.00 77392418

Total Attachments: 1

**900112899**

**TRADEMARK  
 REEL: 003828 FRAME: 0155**



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
ASSIGNMENT

WHEREAS, FB Merchandising Group, LLC , a California limited liability company ("ASSIGNOR") owns certain trademarks and/or service marks, and application number 77392418 for the stylized mark "P" ("MARK"); and WHEREAS, SPOP, Inc., a California corporation, with offices at 818 South Broadway, Suite No. 601, Los Angeles, CA 90014 ("ASSIGNEE"), desires to acquire all of the right, title and interest of ASSIGNOR in, to and under the MARK, together with the goodwill of the business symbolized by the MARK; WHEREAS, ASSIGNOR and ASSIGNEE have entered into a certain Assignment Agreement, dated March 1, 2008, assigning, among all right, title and interest in and to the MARK and in and to the registrations and/or applications for the same from ASSIGNOR to ASSIGNEE;

Now, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARK, and to the applications and/or registrations for the MARK (and the right to apply for the foregoing), together with the goodwill of the business symbolized by the MARK and the portion of the business of the ASSIGNOR to which the MARK pertains, including the right to sue and recover for any past infringement thereof.

IN WITNESS WHEREOF, ASSIGNOR has duly executed this assignment on this 31 day of MARCH 2008.

FB Merchandising Group, LLC, a California limited liability company

By [Signature]  
Rodney Henry

STATE OF CALIFORNIA )  
COUNTY OF LOS ANGELES )ss

On this the 31 day of MARCH, 2008, before me,  
TILAK A. THANARATNAM  
the undersigned Notary Public, personally appeared  
RODNEY HENRY

personally known to me

proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

Witness my hand and official seal.

[Signature]  
Notary Public  
My Commission expires on \_\_\_\_\_

