

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| Charles S Platkin | | 08/11/2008 | INDIVIDUAL: |
| RECEIVING PARTY DATA | | | |
| Name: | WE: Women's Entertainment LLC | | |
| Street Address: | 11 Penn Plaza | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10001 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77243333 | I WANT TO SAVE YOUR LIFE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)556-2222 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | (212) 556-2100 | | |
| Email: | nytrademarks@kslaw.com | | |
| Correspondent Name: | Maren C. Perry | | |
| Address Line 1: | 1185 Avenue of the Americas | | |
| Address Line 4: | New York, NEW YORK 10036 | | |
| ATTORNEY DOCKET NUMBER: | 14363.104004 | | |
| NAME OF SUBMITTER: | Maren C. Perry | | |
| Signature: | /mcp/ | | |
| Date: | 08/12/2008 | | |

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Total Attachments: 1
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TRADEMARK ASSIGNMENT

WHEREAS, CHARLES S. PLATKIN, a United States citizen, having a mailing address at P.O. Box 398616, Miami Beach, Florida 33239 (hereinafter "Assignor"), is the owner of a service mark application for I WANT TO SAVE YOUR LIFE (Serial No. 77/243,333);

WHEREAS, WE: WOMEN'S ENTERTAINMENT LLC, a limited liability company duly organized and existing under the laws of the State of Delaware, having a business address at 11 Penn Plaza, New York, New York 10001 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, unto Assignee all right, title and interest in and to the said mark for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

CHARLES S. PLATKIN

Dated: August 11, 2008

By: _____
