

**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>
H.I. Endeavors, Inc.		12/20/2007	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Cruz Bay Publishing, Inc.		
<b>Street Address:</b>	300 Continental Boulevard, Suite 650		
<b>City:</b>	El Segundo		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2423355	GEARTRENDS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(734)623-1625		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	734-623-1938		
<b>Email:</b>	trademark@dickinsonwright.com, jnishi@dickinsonwright.com, nhudge@dickinsonwright.com		
<b>Correspondent Name:</b>	John C. Nishi		
<b>Address Line 1:</b>	1901 L Street, NW, Suite 800		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20036		
<b>ATTORNEY DOCKET NUMBER:</b>	27932-002 RE GEARTRENDS		
<b>NAME OF SUBMITTER:</b>	John C. Nishi		
<b>Signature:</b>	/John C. Nishi/		
<b>Date:</b>	10/06/2008		

OP \$40.00 2423355



TRADEMARK ASSIGNMENT

WHEREAS, H.I. Endeavors, Inc., a California corporation ("Assignor"), has adopted and is using, or intends to use, the trademark identified below (the "Mark"), and is the owner of the trademark registration in the United States Patent and Trademark Office for the Mark as identified below (the "Registration"):

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GEARTRENDS	2,423,355	January 23, 2001

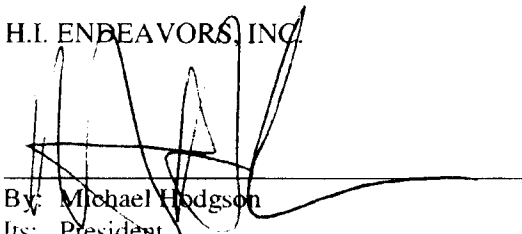
WHEREAS, Cruz Bay Publishing, Inc., Delaware corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Mark, the Registration, and all the goodwill of the business symbolized by the Mark, as successor to the business of the Assignor to which the Mark relates;

WHEREAS, Assignor and Assignee have agreed in an Asset Purchase Agreement dated December 21, 2007 that Assignor will assign to Assignee the Mark, the Registration and all associated goodwill;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, H.I. Endeavors, Inc. hereby assigns to Cruz Bay Publishing, Inc. all of H.I. Endeavors' right, title and interest in and to the Mark, the Registration, and the goodwill of the business symbolized by the Mark.

Executed on December 26, 2007

H.I. ENDEAVORS, INC.

  
By: Michael Hodgson  
Its: President