

**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>
Public Media Center		12/09/2008	nonprofit corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lifetime Entertainment Services		
<b>Street Address:</b>	309 West 49th Street		
<b>Internal Address:</b>	16th Floor		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10019		
<b>Entity Type:</b>	JOINT VENTURE: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2472749	WOMEN COUNT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)951-8736		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	617-951-8144		
<b>Email:</b>	eileen.sullivan@bingham.com		
<b>Correspondent Name:</b>	Eileen Sullivan		
<b>Address Line 1:</b>	Bingham McCutchen LLP		
<b>Address Line 2:</b>	One Federal Street		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>ATTORNEY DOCKET NUMBER:</b>	LIFET-008		
<b>NAME OF SUBMITTER:</b>	Eileen Sullivan		
<b>Signature:</b>	/eileen sullivan/		

OP \$40.00 2472749

Date:

01/15/2009

**Total Attachments: 5**

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**EXHIBIT 1**

**TRADEMARK/SERVICE MARK ASSIGNMENT**

THIS TRADEMARK/SERVICE MARK ASSIGNMENT ("Assignment"), is entered into by and between Public Media Center, a not-for-profit corporation organized and existing under the laws of the State of California, having an address of 466 Green Street, San Francisco, California 94133 ("Assignor"), and Lifetime Entertainment Services, a joint venture organized and existing under the laws of the State of New York, having an address of 309 West 49th Street, 16th Floor, New York, New York 10019 ("Assignee"), and is effective as of December 9, 2008 ("Effective Date").

WHEREAS, Assignor has adopted and is using and is the owner of all right, title and interest in and to the service mark identified in the attached Schedule A, and the registration thereof (the "Mark"); and

WHEREAS, Assignee wishes to purchase the Mark and its associated goodwill from Assignor, and Assignor wishes to assign the Mark and its associated goodwill to Assignee.

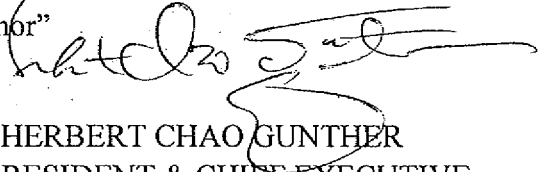
NOW, THEREFORE, Assignor does hereby assign, sell and transfer unto Assignee, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, all of its right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, any registrations therefor, and the right to sue for past, present or future infringements or dilution thereof and to recover damages and obtain all other remedies in respect to any such infringements or dilution thereof. Assignor does further consent to the recordation of this Assignment with any governmental agency.

Assignor agrees, without further consideration, to execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to Assignee the right, title and interest conveyed herein, and to take such further actions as may be reasonably requested by Assignee in order to carry out the provisions and purposes of this Assignment including, without limitation, to execute one or more further assignments covering the Mark in a form acceptable for recordation in both the United States Patent and Trademark Office and in foreign trademark offices.

*[Remainder of Page Intentionally Left Blank]*

PUBLIC MEDIA CENTER

"Assignor"



By:

Name: HERBERT CHAO GUNTHER

Title: PRESIDENT & CHIEF EXECUTIVE OFFICER

STATE OF CALIFORNIA

COUNTY OF \_\_\_\_\_

SUBSCRIBED AND SWORN to before me on this \_\_\_ day of \_\_\_\_\_, 2008, appeared \_\_\_\_\_, the person who signed this instrument, who acknowledged that s/he is the \_\_\_\_\_ of Public Media Center and that being duly authorized s/he signed such instrument as a free act on behalf of Public Media Center.

Notary Public

My Commission Expires:

**CALIFORNIA JURAT WITH AFFIANT STATEMENT**

- See Attached Document (Notary to cross out lines 1-6 below)
- See Statement Below (Lines 1-5 to be completed only by document signer[s], *not* Notary)

1 \_\_\_\_\_  
 2 \_\_\_\_\_  
 3 \_\_\_\_\_  
 4 \_\_\_\_\_  
 5 \_\_\_\_\_  
 6 \_\_\_\_\_

Signature of Document Signer No. 1 \_\_\_\_\_ Signature of Document Signer No. 2 (if any) \_\_\_\_\_

State of California  
 County of SAN FRANCISCO

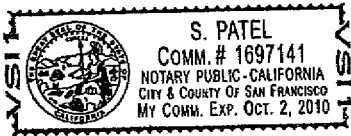
Subscribed and sworn to (or affirmed) before me on this  
24 day of NOV, 2008, by  
Date Month Year  
 (1) HERBERT ALDO GUNTHER  
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me (.) (.)

(and)  
 (2) \_\_\_\_\_  
Name of Signer

proved to me on the basis of satisfactory evidence to be the person who appeared before me.)

Signature \_\_\_\_\_  
Signature of Notary Public



Place Notary Seal Above

**OPTIONAL**

*Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.*

**Further Description of Any Attached Document**

Title or Type of Document: TRADEMARK / S.C. MARK AGREEMENT

Document Date: \_\_\_\_\_ Number of Pages: \_\_\_\_\_

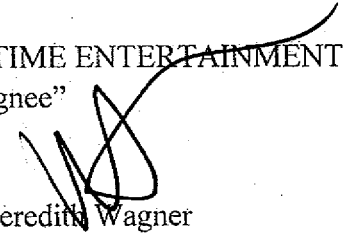
Signer(s) Other Than Named Above: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER #1**  
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**RIGHT THUMBPRINT OF SIGNER #2**  
 Top of thumb here

The foregoing Assignment by Public Media Center is hereby accepted as of the  
9<sup>th</sup> day of December, 2008.

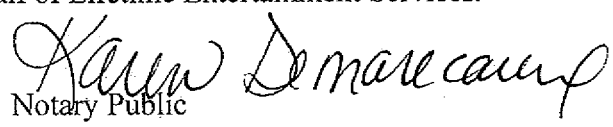
LIFETIME ENTERTAINMENT SERVICES  
"Assignee"

By:   
Meredith Wagner  
Executive Vice President, Public Affairs &  
Corporate Communication

STATE OF NEW YORK

COUNTY OF New York

SUBSCRIBED AND SWORN to before me on this 9<sup>th</sup> day of December  
2008, appeared Meredith Wagner, the person who signed this instrument, who  
acknowledged that she is the Executive Vice President of Public Affairs & Corporate  
Communication of Lifetime Entertainment Services, and that being duly authorized she  
signed such instrument as a free act on behalf of Lifetime Entertainment Services.

  
Notary Public

My Commission Expires: 3/14/09

**KAREN DEMARECAUX**  
Notary Public, State of New York  
No. 01DE6123720  
Qualified in Queens County  
Commission Expires: March 14, 2009

**SCHEDULE A**

**Service Mark:**

WOMEN COUNT (U.S. Reg. No. 2,472,749)