

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Effie Horning		12/22/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Miss World Limited		
Street Address:	31 Pier Road		
Internal Address:	Channel Islands		
City:	St. Helier		
State/Country:	JERSEY		
Entity Type:	COMPANY: JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78564133	MS. WORLD	
Serial Number:	77075449	MS. WORLD	
CORRESPONDENCE DATA			
Fax Number:	(512)536-4598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	512.474.5201		
Email:	aotrademark@fulbright.com, rgroos@fulbright.com, acallahan@fulbright.com, cgarner@fulbright.com, kpfertner@fulbright.com		
Correspondent Name:	Richard J. Groos		
Address Line 1:	600 Congress Avenue, Suite 2400		
Address Line 4:	Austin, TEXAS 78701		
ATTORNEY DOCKET NUMBER:	MARC:013		
DOMESTIC REPRESENTATIVE			
Name:	Richard J. Groos		

OP \$65.00 78564133

Address Line 1: 600 Congress Avenue, Suite 2400
Address Line 4: Austin, TEXAS 78701

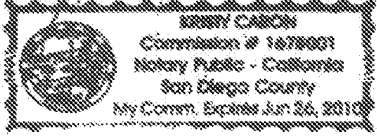
NAME OF SUBMITTER:	Chet Garner
Signature:	/Chet Garner/
Date:	01/15/2009

Total Attachments: 2
source=Miss World assignment#page1.tif
source=Miss World assignment#page2.tif

State of California
County of San Diego

Subscribed and sworn to (or affirmed) before me on this 22
day of December, 2008, by Effie Horning

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



(Seal)

Signature [Handwritten Signature]