

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
CSTV Online Inc.		02/25/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	College Content, LLC		
Street Address:	1275 Kinnear Road		
Internal Address:	Suite 132		
City:	Columbus		
State/Country:	OHIO		
Postal Code:	43212		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2272757	U-WIRE	
Registration Number:	3527455	UWIRE	
CORRESPONDENCE DATA			
Fax Number:	(212)975-0111		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2129754321		
Email:	trademarks@cbs.com, korie.walters@cbs.com		
Correspondent Name:	Mallory Levitt		
Address Line 1:	51 W. 52nd Street		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	ASSIGNMENT OF UWIRE MARKS		
NAME OF SUBMITTER:	Mallory Levitt		
Signature:	/Mallory Levitt/		

CH \$65.00 2272757

Date:

02/25/2009

Total Attachments: 2

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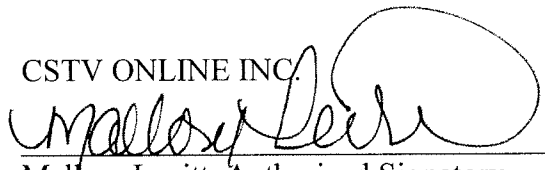
ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, CSTV Online Inc., (“Assignor”), a Delaware corporation with a place of business at 85 Tenth Avenue, Third Avenue, New York, NY 10011 is the owner of the marks listed on the attached Schedule A and effective December 31, 2008, assigns all right, title and interest in and to the marks listed on Schedule A, together with the goodwill and business symbolized thereby;

WHEREAS, College Content, LLC (“Assignee”), a Delaware corporation with a place of business at 1275 Kinnear Road, Suite 132, Columbus, OH 43212, desires to obtain all rights in and to the mark listed on Schedule A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor sells, transfers, conveys and assigns to Assignee all of Assignor’s right, title and interest in and to the marks listed on Schedule A, whether statutory or at common law, including all registrations and applications therefore, the right to recover for past infringement, and the goodwill of the business in connection with which it has been used.

IN WITNESS WHEREOF, the Assignor has caused this document to be executed as of the 25 day of February 2009.

CSTV ONLINE INC


Mallory Levitt, Authorized Signatory

February 25, 2009

Dated

SCHEDULE A

Country	Trademark	Registration Number
US	U-WIRE	2272757
US	UWIRE and Design	3527455