

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Jupiter Entertainment Inc.		05/05/2009	CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	A&E Television Networks		
<b>Composed Of:</b>	COMPOSED OF Hearst Communications, Inc. (a Delaware corporation); Disney/ABC International Television, Inc. (a Delaware corporation); and NBC-A&E Holding, Inc. (a Delaware corporation)		
<b>Street Address:</b>	235 East 45th Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<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>	
<b>Serial Number:</b>	77444273	WHAT YOU DON'T KNOW ABOUT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)768-6800		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-768-5367		
<b>Email:</b>	trademarks@sonnenschein.com		
<b>Correspondent Name:</b>	Monica B. Richman		
<b>Address Line 1:</b>	P.O. Box #061080		
<b>Address Line 2:</b>	Wacker Dr. Station, 233 South Wacker Dr.		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60606-1080		
<b>ATTORNEY DOCKET NUMBER:</b>	21602608-1958		
<b>NAME OF SUBMITTER:</b>	Monica B. Richman		

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Signature:	/monica b. richman/
Date:	05/11/2009
Total Attachments: 2 source=WHAT YOU DON'T KNOW ABOUT Assignment#page 1.tif source=WHAT YOU DON'T KNOW ABOUT Assignment#page2.tif	

**ASSIGNMENT**

WHEREAS, Jupiter Entertainment, Inc., a Tennessee corporation with its principal address at 8923 Linksvue Drive, Knoxville, Tennessee 37922, United States of America (hereinafter the "Assignor"), is the owner of all right, title, and interest in and to the service mark, including the corresponding application and/or registration thereof, listed in Schedule A hereto (hereinafter the "Mark"); and

WHEREAS, A&E Television Networks, a New York joint venture with its principal address 235 East 45<sup>th</sup> Street, New York, New York 10017, United States of America (hereinafter the "Assignee"), desires to acquire all right, title, and interest in and to the Mark; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, effective as of the date May 5<sup>th</sup> 2009, all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized thereby and/or associated therewith, and this assignment which concerns and/or involves a Mark that is the subject of an application under §1 (b) of the U.S. Trademark Act, 15 U.S.C Section 1051(b), for which a Statement of Use has not yet been filed in the U.S. Patent and Trademark Office, is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such Mark that is the subject of an application under §1 (b) of the U.S. Trademark Act, 15 U.S.C Section 1051(b), specifically pertains.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers and effective the day and year above stated.

ASSIGNOR

JUPITER ENTERTAINMENT INC.

By: Robert Twilley

Name: Robert Twilley

Title: VP/SM

Signed This 9<sup>th</sup> day of May, 2009

ASSIGNEE

A&E TELEVISION NETWORKS

By: Walter R. Apert

Name: Walter R. Apert

Title: Vice President, Legal + Business Affairs

Signed This 5<sup>th</sup> day of May, 2009

SCHEDULE A

COUNTRY

MARK

APPLICATION NO.

UNITED STATES

What You Don't Know About

77/444,273