

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Acquisition of entire ongoing and existing business of Assignor

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Page One Media, LLC		06/22/2009	LIMITED LIABILITY COMPANY: FLORIDA

RECEIVING PARTY DATA

Name:	Editorial Televisa International, S.A.
Street Address:	Avenida Vasco de Quiroga 2000
City:	Colonia Zedec Santa Fe
State/Country:	MEXICO
Postal Code:	01210
Entity Type:	CORPORATION: MEXICO

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	2799969	PODER
Registration Number:	2761536	LOFT
Serial Number:	78728669	VALOR Y NEGOCIOS
Serial Number:	78727936	VALOR

CORRESPONDENCE DATA

Fax Number: (202)955-5564
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 2024192407
 Email: elizabeth.vary@hklaw.com
 Correspondent Name: Elizabeth F. Vary, Holland & Knight LLP
 Address Line 1: 2099 Pennsylvania Avenue, NW
 Address Line 2: Suite 100
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20006

DOMESTIC REPRESENTATIVE

OP \$115.00 2799969

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Elizabeth F. Vary

Signature:

/elizabeth f. vary/

Date:

07/21/2009

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, PAGE ONE MEDIA, LLC, a Corporation formed under the laws of the State of Florida United States of America having a principal place of business at 6355 NW 36 Street, Second Floor, Miami FL 33166 ("Assignor"), is the sole and exclusive owner of the entire right, title and interest in and to the following trademark registrations (collectively, the "Trademarks") and pending "intent-to-use" trademark applications filed in the United States Patent and Trademark Office (collectively, the "Pending Trademark Application"):

<u>MARK</u>	<u>APPLICATION NUMBER</u>	<u>REGISTRATION NUMBER</u>	<u>CLASS</u>	<u>STATUS</u>
PODER	76467044	2799969	16	In full force and effect.
LOFT	76468266	2761536	16	In full force and effect
VALOR Y NEGOCIOS	78728669	_____	16	Pending to demonstrate use.
VALOR	78727936	_____	16	Pending to demonstrate use.

WHEREAS, PAGE ONE MEDIA, LLC, is the sole and exclusive owner of the entire right, title and interest in and to the following domain names (collectively, the "Domain Names"):

<u>DOMAIN NAME</u>	<u>REGISTRATION DATE</u>	<u>EXPIRATION DATE</u>
podermagazine.com	08-01-2004	08-01-2010
revistapoder.com	24-08-2001	24-08-2010
revistaloft.com	14-05-2001	14-05-2011

WHEREAS, Editorial Televisa International, S.A., a Corporation formed under the laws of Mexico having a principal place of business at Avenida Vasco de Quiroga 2000 Colonia Santa Fe, Mexico, Distrito Federal C.P. 01210, Mexico, ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the Trademarks, Pending Trademark Applications and Domain Names;

WHEREAS, Assignee is acquiring the totality of the ongoing and existing business, trademarks and domain names of Assignor to which the Trademarks, Pending Trademark Applications and Domain Names pertain, as required by 15 U.S.C. § 1060.

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NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Assignor does hereby assign unto Assignee the entire right, title and interest in and to the Trademarks, Pending Trademark Applications and Domain Names, along with that part of the ongoing and existing business of Assignor to which the Trademarks, Pending Trademark Application and Domain Names pertain as required by 15 U.S.C. § 1060, the same to be held and enjoyed by the same Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, together with all claims for damages by reason of past infringement of said Trademarks, Pending Trademark Application and Domain Names and their respective registrations, with the right to sue for and collect the same for its own use and behalf and for the use and behalf of its successors, assigns and other legal representatives.


AND, Assignor hereby covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements in conflict herewith.

AND, Assignor hereby agrees, at the request of the Assignee, to execute and sign all documents required to effect a recordation of the assignment of the above trademarks and domain names before the proper office or agency.

AND, Assignor agrees that the Commissioner of Trademarks is hereby authorized to deliver to its attorneys, agents, successors or assigns, all official documents and communications as may be warranted by this Assignment.


IN WITNESS WHEREOF, Assignor has executed this document by the hand of its duly authorized officer on the 22 day of June, 2009.

PAGE ONE MEDIA, LLC, as Assignor

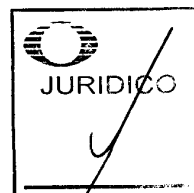
By: 

Name: ISAAC LEE POSSIN and FELIPE HOLGUIN HOLGUIN
Title: Legal representatives.

EDITORIAL TELEVISA INTERNATIONAL,
S.A., as Assignee

By: 

Name: JORGE AGUSTIN LUTTEROTH ECHEGOYEN and SERGIO CARRERA DAVILA
Title: Legal representative.



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