

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
BNP Media, Inc.		03/01/2010	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	BNP Media II, LLC		
Street Address:	2401 W. Big Beaver		
Internal Address:	Suite 700		
City:	Troy		
State/Country:	MICHIGAN		
Postal Code:	48084		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76699003	FORGE	
CORRESPONDENCE DATA			
Fax Number:	(248)203-0763		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	248-203-0700		
Email:	ipmail@dykema.com		
Correspondent Name:	Jeffrey L. Doyle		
Address Line 1:	39577 Woodward Ave.		
Address Line 2:	Suite 300		
Address Line 4:	Bloomfield Hills, MICHIGAN 48304		
ATTORNEY DOCKET NUMBER:	063575-0059		
NAME OF SUBMITTER:	Jeffrey L. Doyle		
Signature:	/jeffrey l. doyle/		

CH \$40.00 76699003

Date:

03/02/2010

Total Attachments: 1

source=Assignment for FORGE#page1.tif

ASSIGNMENT

WHEREAS, BNP Media, Inc., a Michigan Corporation having an address of 2401 W. Big Beaver, Suite 700, Troy, Michigan 48084 (hereinafter, "Assignor"), is the owner of the trademark FORGE & Design, as well as U.S. Trademark Application Serial No. 76/699,003 corresponding thereto; and

WHEREAS, BNP Media II, LLC, a Michigan Limited Liability Company having an address of 2401 W. Big Beaver, Suite 700, Troy, Michigan 48084 (hereinafter, "Assignee") is desirous of acquiring the entire right, title and interest in and to the aforementioned trademark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

Assignor does hereby sell, assign, and transfer unto Assignee, its successors, legal representatives, heirs and assigns, Assignor's entire right, title and interest in and to any and all rights and privileges regarding the aforementioned trademark and application therefor provided under the laws of the United States, of the individual States thereof, of the common law, and of jurisdictions foreign thereto, and any and all renewals thereof, together with the goodwill associated therewith, and the right to bring suit and collect damages in Assignee's name for past, present, and future infringements thereof.

ASSIGNOR:

BNP Media, Inc.

By: _____

Name: Taggart Henderson

Title: Co-CEO

Date: _____

3/1/10

ASSIGNEE:

BNP Media II, LLC

By: _____

Name: Harper Henderson

Title: Co-CEO

Date: _____

2/26/10

BH01W116135.1
IDJLDO - 063575/0059