

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		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>
CSB Media Company		11/24/2009	CORPORATION: PENNSYLVANIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	CSB Acquisition Co., LLC		
<b>Street Address:</b>	300 W. 6th Street, #2300		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78701-3912		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3104032	CHEAP STINGY BASTARD	
<b>Registration Number:</b>	3634494	CHEAPSTINGYBARGAINS.COM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)687-1201		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	650 833 2170		
<b>Email:</b>	tmdocket@dlapiper.com, barbara.ellen@dlapiper.com		
<b>Correspondent Name:</b>	Allyn Taylor, Esq. c/o DLA Piper LLP		
<b>Address Line 1:</b>	2000 University Avenue		
<b>Address Line 4:</b>	East Palo Alto, CALIFORNIA 94303		
<b>ATTORNEY DOCKET NUMBER:</b>	WHALESHARK		
<b>NAME OF SUBMITTER:</b>	Allyn Taylor, Esq.		
<b>Signature:</b>	/Allyn Taylor/		
<b>Date:</b>	04/30/2010		

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Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (this "*Assignment*") is made from CSB Media Company, a Pennsylvania corporation ("*Assignor*"), to CSB Acquisition Co., LLC, a Delaware limited liability company ("*Assignee*"), whose principal place of business is 300 W. 6th Street, #2300 Austin, Texas 78701-3912.

Assignor desires to assign to Assignee all of Assignor's right, title and interest in and to the trademarks and/or service marks (the "*Marks*") set forth on Exhibit A attached hereto.

In consideration for Assignee entering into the Asset Purchase Agreement dated November 23, 2009, by and among Assignor, Assignee, Whale Shark Media, Inc. and Michael Glozman, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign, transfer, grant, sell and otherwise convey to Assignee all of Assignor's right, title and interest in and to the Marks, including all common law rights therein and applications to register therefor, together with the goodwill of the business symbolized by the Marks and all claims for damages by reason of past infringements of the Marks with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns and other legal representatives.

Dated: 11-24-09

CSB Media Company

By: *M. Glozman*  
Michael Glozman, President

Commonwealth of Pennsylvania)  
County of Philadelphia ) ss:

Before me personally appeared Michael Glozman, President of CSB Media Company, personally known or satisfactorily proven to be the same person whose name is subscribed above, and acknowledged the foregoing instrument to be his free act and deed this 24<sup>th</sup> day of November, 2009.

*Andrea Gore*  
(Notary Public)

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
ANDREA GORE, Notary Public  
City of Philadelphia, Phila. County  
My Commission Expires July 15, 2010

**EXHIBIT A**

<u>Mark</u>	<u>Reg. No.</u>
CheapStingyBastard	3,104,032
CheapStingyBargains.com	3,634,494

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