

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
Noble Communications Company		04/21/2010	CORPORATION: MISSOURI

RECEIVING PARTY DATA

Name:	FoodChannel.com, LLC
Street Address:	2155 West Chesterfield Boulevard
City:	Springfield
State/Country:	MISSOURI
Postal Code:	65807
Entity Type:	LIMITED LIABILITY COMPANY: MISSOURI

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Serial Number:	77353955	THE FOOD CHANNEL
Serial Number:	77714133	THE FOOD CHANNEL
Registration Number:	1524769	THE FOOD CHANNEL
Registration Number:	1619809	THE FOOD CHANNEL
Registration Number:	1676273	INTERNATIONAL FOOD FUTURISTS
Registration Number:	2161720	FOOD WIRE
Registration Number:	2177826	AMERICAN CULINARY GARDENS
Registration Number:	2183331	AMERICAN CULINARY GARDENS
Registration Number:	2211003	INTERNATIONAL FOOD FUTURISTS
Registration Number:	2282390	THE FOOD CHANNEL
Registration Number:	2297214	INTERNET FOOD CHANNEL
Registration Number:	2357879	THE FOOD CHANNEL
Registration Number:	3138397	INTERNATIONAL FOOD FUTURISTS
Registration Number:	3343834	THE FOOD CHANNEL

CH \$365.00 77353955

CORRESPONDENCE DATA

Fax Number: (816)753-1536
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 816-753-1000
Email: uspt@polsinelli.com
Correspondent Name: Timothy D. Steffens
Address Line 1: 700 West 47th Street
Address Line 2: Suite 1000
Address Line 4: Kansas City, MISSOURI 64112-1802

ATTORNEY DOCKET NUMBER:	027564-132225
NAME OF SUBMITTER:	Timothy D. Steffens
Signature:	/tds/
Date:	06/10/2010
Total Attachments: 2 source=Trademark Assignment Food Channel.com#page1.tif source=Trademark Assignment Food Channel.com#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Noble Communications Company, a Missouri corporation, located at 2155 West Chesterfield Blvd., Springfield, Missouri 65807 (“Assignor”) has adopted, used and/or is using the trademarks and service marks set forth on the attached **Schedule A** in conjunction with Assignor’s business (collectively, the “Marks”), together with the goodwill symbolized thereby; and

WHEREAS, in conjunction with the sale of certain assets relating to the Marks, Assignor desires to assign, transfer and convey to FoodChannel.com, LLC, a Missouri limited liability company located at 2155 West Chesterfield Boulevard, Springfield, Missouri 65807 (“Assignee”), and Assignee desires to acquire, the Marks, any pending applications or registrations issued in connection therewith and the goodwill symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby convey, assign, transfer and set over unto Assignee all of Assignor’s right, title and interest in and to the Marks, together with the goodwill symbolized thereby, together with all applications and/or registrations thereof, and together with a right to sue for and collect on all claims for damages by reason of past, present or future infringement of said Marks.

Effective Date: 12:01 a.m. on April 1, 2010

Noble Communications Company

By: *Robert B. Noble*
Robert B. Noble, President

STATE OF Missouri

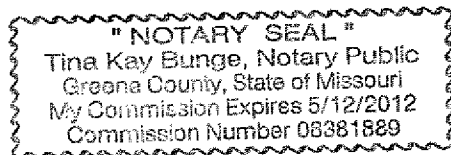
COUNTY OF Greene

On this 21st day of April, 2010, above named individual, to me known to be an authorized representative of the person described in and who executed the foregoing instrument, and acknowledged that he or she executed the same as his or her free act and deed.

In Testimony Whereof, I have hereunto set my hand and affixed my official seal the day and year first above written.

Tina Kay Bunge
Notary Public

My Commission Expires:



SCHEDULE A

Marks

Any and all registered and unregistered trademarks and service marks of Assignor relating to the following:

Mark	Country	Application / Registration No.
American Culinary Gardens	USA	2,177,826
American Culinary Gardens (and Design)	USA	2,183,331
Food Wire	USA	2,161,720
International Food Futurists	USA	1,676,273 3,138,397
International Food Futurists (and Design)	USA	2,211,003
Internet Food Channel (and Design)	USA	2,297,214
The Food Channel	USA	77/714,133
The Food Channel	USA	1,524,769
The Food Channel	USA	2,357,879
The Food Channel (and Design)	USA	3,343,834
The Food Channel (and Design)	USA	77/353,955
The Food Channel (and Design)	USA	1,619,809
The Food Channel (and Design)	USA	2,282,390