

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	CORRECTIVE ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Corrective Assignment to correct the Item 36 was incorrectly listed as Reg. No. 2998285 for TUTTI CUTI. It should have been listed as Reg. 2988285 for MAXIM LIVING. previously recorded on Reel 003650 Frame 0284. Assignor(s) hereby confirms the the entire interest.

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Alpha Media Group Inc.		08/14/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	Lucio and Meera Santoro
<b>Street Address:</b>	11 Hartfield Crescent, Wimbledon
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	SW193RL
<b>Entity Type:</b>	INDIVIDUAL: UNITED KINGDOM

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Registration Number:	2998285	TUTTI CUTI

**CORRESPONDENCE DATA**

Fax Number: (212)974-6924  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 2124684823  
 Email: jkatz@dglaw.com, mluria@dglaw.com, jwatson@dglaw.com,  
 chinton@dglaw.com  
 Correspondent Name: Jeffrey C. Katz  
 Address Line 1: Davis & Gilbert LLP, 1740 Broadway  
 Address Line 4: New York, NEW YORK 10019

**ATTORNEY DOCKET NUMBER:** 22800-20-15 (CJH ASSIGNM)

**DOMESTIC REPRESENTATIVE**

**900175760**

**TRADEMARK  
 REEL: 004418 FRAME: 0389**

**CH \$40.00 2998285**

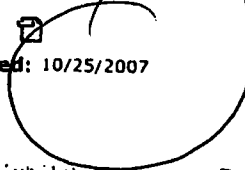
Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Jeffrey C. Katz
Signature:	/Jeffrey C. Katz/
Date:	11/18/2010

**Total Attachments: 10**  
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# Trademark Assignment Details

Reel/Frame: 0050 / 0284

View Recorded Assignment 

Pages: 9

Received: 10/25/2007

Recorded: 10/25/2007

Conveyance: ASSIGNS THE ENTIRE INTEREST

Total properties: 57

✓1	Serial #: 75521931 Mark: BLENDER	Filing Dt: 06/24/1994	Reg #: 1557155	Reg. Dt: 02/20/1996
2	Serial #: 75521930 Mark: MAXIM	Filing Dt: 11/01/1995	Reg #: 2072596	Reg. Dt: 06/17/1997
3	Serial #: 75524377 Mark: THE BEST THING TO HAPPEN TO MEN SINCE WO	Filing Dt: 06/09/1997	Reg #: 2165852	Reg. Dt: 06/16/1998
4	Serial #: 75522695 Mark: MAXIM TV	Filing Dt: 07/30/1998	Reg #: 2983401	Reg. Dt: 08/09/2005
5	Serial #: 75522694 Mark: MAXIM TV	Filing Dt: 07/30/1998	Reg #: 2971237	Reg. Dt: 07/26/2005
✓	Serial #: 75524679 Mark: MAXIMONLINE.COM	Filing Dt: 01/20/2000	Reg #: 2455895	Reg. Dt: 04/30/2002
✓	Serial #: 75524413 Mark: MAXIM ONLINE	Filing Dt: 04/07/2000	Reg #: 2449110	Reg. Dt: 05/08/2001
8	Serial #: 75521933 Mark: MAXIM	Filing Dt: 04/07/2000	Reg #: 2449119	Reg. Dt: 05/08/2001
9	Serial #: 75524665 Mark: MAXIM RADIO	Filing Dt: 05/26/2000	Reg #: 2975481	Reg. Dt: 07/26/2005
10	Serial #: 75524667 Mark: MAXIM SPORTS BARS	Filing Dt: 05/26/2000	Reg #: NONE	Reg. Dt:
11	Serial #: 75524661 Mark: MAXIM BOOKS	Filing Dt: 12/01/2000	Reg #: 2988594	Reg. Dt: 07/30/2002
12	Serial #: 75524662 Mark: MAXIM CASINO	Filing Dt: 02/20/2001	Reg #: 3085737	Reg. Dt: 04/25/2006
13	Serial #: 755246814 Mark: MAXIM	Filing Dt: 04/16/2001	Reg #: NONE	Reg. Dt:
14	Serial #: 75524663 Mark: MAXIM	Filing Dt: 06/04/2001	Reg #: 3261374	Reg. Dt: 07/10/2007
15	Serial #: 75524636 Mark: MEN	Filing Dt: 11/26/2001	Reg #: NONE	Reg. Dt:
16	Serial #: 75524650 Mark: MAXIM MAGAZINE	Filing Dt: 12/14/2001	Reg #: 2976807	Reg. Dt: 07/26/2005
17	Serial #: 75524650 Mark: MAXIM	Filing Dt: 11/18/2002	Reg #: 3172276	Reg. Dt: 08/08/2006
18	Serial #: 75524669 Mark: MAXIM	Filing Dt: 11/18/2002	Reg #: NONE	Reg. Dt:
19	Serial #: 75524670 Mark: MAXIM	Filing Dt: 11/18/2002	Reg #: NONE	Reg. Dt:
20	Serial #: 75524694 Mark: MAXIM GOES TO THE MOVIES	Filing Dt: 09/22/2003	Reg #: 2902970	Reg. Dt: 11/16/2004

21	Serial #: 76871368 Mark: M	Filing Dt: 01/16/2004	Reg #: 2922400	Reg. Dt: 02/01/2005
22	Serial #: 77012481 Mark: MAXIM'S WOMEN OF THE YEAR	Filing Dt: 09/19/2006	Reg #: NONE	Reg. Dt:
23	Serial #: 77011001 Mark: MAXIM'S MEN OF COMEDY	Filing Dt: 10/13/2006	Reg #: NONE	Reg. Dt:
24	Serial #: 77021183 Mark: MAXIM'S WOMEN OF COMEDY	Filing Dt: 10/13/2006	Reg #: NONE	Reg. Dt:
25	Serial #: 77022343 Mark: MAXIM FILMS	Filing Dt: 10/16/2006	Reg #: NONE	Reg. Dt:
26	Serial #: 77011018 Mark: MAXIM ENTERTAINMENT NETWORK	Filing Dt: 11/02/2006	Reg #: NONE	Reg. Dt:
✓ 27	Serial #: 77141351 Mark: BLENDER THEATER	Filing Dt: 03/27/2007	Reg #: <del>3251639</del>	Reg. Dt: 02/26/2008
28	Serial #: 77150327 Mark: MAXIM COMEDY ALL STARS	Filing Dt: 04/09/2007	Reg #: NONE	Reg. Dt:
29	Serial #: 77162077 Mark: STUFF LODGE	Filing Dt: 04/27/2007	Reg #: NONE	Reg. Dt:
30	Serial #: 77162078 Mark: STUFF LODGE	Filing Dt: 04/27/2007	Reg #: NONE	Reg. Dt:
31	Serial #: 77163322 Mark: FACE OF MAXIM	Filing Dt: 05/17/2007	Reg #: NONE	Reg. Dt:
32	Serial #: 78311754 Mark: MAXIM LOUNGE	Filing Dt: 12/16/2003	Reg #: NONE	Reg. Dt:
33	Serial #: 78411608 Mark: K-MAXX!	Filing Dt: 04/30/2004	Reg #: NONE	Reg. Dt:
34	Serial #: 78411700 Mark: IT'S BAD - REALLY, REALLY BAD!	Filing Dt: 04/30/2004	Reg #: NONE	Reg. Dt:
35	Serial #: 78452415 Mark: MAXIM LIVING	Filing Dt: 07/18/2004	Reg #: 3124536	Reg. Dt: 08/01/2006
→ 36	Serial #: 78463307 Mark: TUTTI CUTI	Filing Dt: 08/17/2004	Reg #: 2998285	Reg. Dt: 09/20/2005
37	Serial #: 78463307 Mark: MAXIM	Filing Dt: 10/02/2004	Reg #: NONE	Reg. Dt:
38	Serial #: 78463307 Mark: MAXIM LIVING	Filing Dt: 10/02/2004	Reg #: NONE	Reg. Dt:
39	Serial #: 78463307 Mark: BLENDER	Filing Dt: 10/06/2004	Reg #: NONE	Reg. Dt:
40	Serial #: 78586275 Mark: MAXIM	Filing Dt: 03/14/2005	Reg #: 3228617	Reg. Dt: 04/10/2007
41	Serial #: 78586275 Mark: M	Filing Dt: 03/14/2005	Reg #: 3163953	Reg. Dt: 10/24/2006
42	Serial #: 78586275 Mark: M	Filing Dt: 03/15/2005	Reg #: 3206793	Reg. Dt: 02/06/2007
43	Serial #: 78586275 Mark: M	Filing Dt: 03/15/2005	Reg #: 3228649	Reg. Dt: 04/10/2007

✓4	Serial #: 72650124 Mark: BLENDER	Filing Dt: 06/27/2005	Reg #: 3195851	Reg. Dt: 01/09/2007
✓45	Serial #: 72650372 Mark: BLENDER	Filing Dt: 06/28/2005	Reg #: 3106577	Reg. Dt: 06/20/2006
✓46	Serial #: 73660374 Mark: BLENDER	Filing Dt: 06/28/2005	Reg #: 3106578	Reg. Dt: 06/20/2006
47	Serial #: 72887197 Mark: MAXIM	Filing Dt: 08/06/2005	Reg #: 3610369	Reg. Dt: 04/21/2009
48	Serial #: 73091112 Mark: MAXIM RADIO	Filing Dt: 08/11/2005	Reg #: 3068330	Reg. Dt: 03/14/2006
49	Serial #: 73250734 Mark: MISS MAXIM	Filing Dt: 11/21/2005	Reg #: 3228803	Reg. Dt: 04/10/2007
50	Serial #: 73268877 Mark: STUFF VIP TRAVEL	Filing Dt: 12/07/2005	Reg #: 3263008	Reg. Dt: 07/10/2007
51	Serial #: 73797175 Mark: MAXIM STEAK	Filing Dt: 01/23/2006	Reg #: NONE	Reg. Dt:
52	Serial #: 73816732 Mark: MAXIM GRILL	Filing Dt: 02/16/2006	Reg #: NONE	Reg. Dt:
53	Serial #: 73817046 Mark: MAXIM PRIME	Filing Dt: 02/22/2006	Reg #: 3607676	Reg. Dt: 04/14/2009
54	Serial #: 73924877 Mark: STUFF'S STARLETS	Filing Dt: 07/11/2006	Reg #: 3240035	Reg. Dt: 05/15/2007
55	Serial #: 78972315 Mark: STUFF LEGENDS	Filing Dt: 07/12/2006	Reg #: NONE	Reg. Dt:
56	Serial #: 78972315 Mark: STUFF CASINO	Filing Dt: 07/12/2006	Reg #: NONE	Reg. Dt:
57	Serial #: 78949504 Mark: MAXIM'S MOST AWESOME AWARDS	Filing Dt: 07/28/2006	Reg #: NONE	Reg. Dt:

**Assignor**

1 DEBRAUWER, PETER

Exec Dt: 08/14/2007  
Entity Type: INDIVIDUAL  
Citizenship: UNITED KINGDOM

**Assignee**

1 ALPHA MEDIA GROUP INC  
1040 AVENUE OF THE AMERICAS  
NEW YORK, NEW YORK 10022

Entity Type: CORPORATION  
Citizenship: DELAWARE

**Correspondence name and address**

P. M. LANGRIND  
JACOBS DEBRAUWER LLP  
445 PARK AVENUE  
NEW YORK, NEW YORK 10022

Search Results as of 07/31/2009 11:29 AM

If you have any comments or questions concerning the data displayed, contact PRD - Assignments at 571-272-3350  
Web interface last modified: October 18, 2008 v 2.0.1



## **ASSIGNMENT OF TRADEMARKS AND APPLICATIONS FOR TRADEMARKS**

**THIS ASSIGNMENT OF TRADEMARKS AND APPLICATIONS FOR TRADEMARKS (this "Assignment") is made this 14th day of August, 2007, by Felix Dennis, an individual residing at 9/11 Kingley Street, London, England W1B 5PN ("Seller").**

### **WITNESSETH:**

**WHEREAS, Seller is the owner of its right, title and interest in, to and under the United States trademark registrations and applications listed on Schedule A (collectively, the "Trademarks");**

**WHEREAS, Alpha Media Group Inc., a Delaware corporation ("Buyer"), is desirous of acquiring the Seller's entire right, title and interest in, to and under the Trademarks; and**

**WHEREAS, Seller and Buyer are parties to that certain Intellectual Property Transfer Agreement, dated of even date herewith, pursuant to which Seller has agreed to convey the Trademarks to Buyer;**

**NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged the parties, intending to be legally bound, agree as follows:**

**1. Seller hereby sells, assigns and transfers unto the Buyer Seller's entire right, title and interest in and to the Trademarks, together with all goodwill associated therewith, and all rights to sue or recover and retain damages and costs and attorneys' fees for past, present and future infringement or misappropriation of any of the foregoing.**

**2. Seller hereby authorizes and requests the officials of the U.S. Patent and Trademark Office to reflect the assignment to Buyer of all of Seller's entire right, title and interest in and to the same for the sole use and enjoyment of the Buyer, its successors and assigns.**

**3. This Assignment may be executed in any number of counterparts each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.**

NY1-4027184v2

**TRADEMARK  
REEL: 003650 FRAME: 0287**

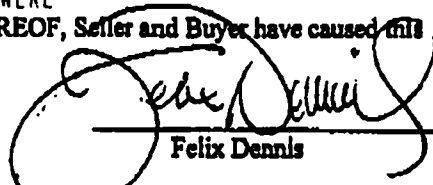
**TRADEMARK  
REEL: 004418 FRAME: 0395**

OCT. 25. 2007 10:27PM

JACOBS DEBRAJWERE

NO. 4207 P. 5

IN WITNESS WHEREOF, Seller and Buyer have caused this  
Assignment to be executed.

  
\_\_\_\_\_  
Felix Dennis  
Alpha Media Group Inc.

By: \_\_\_\_\_  
Name:  
Title:



IN WITNESS WHEREOF, Seller and Buyer have caused this Assignment to be executed.

\_\_\_\_\_  
Felix Dennis

Alpha Media Group Inc.

By: *Robert K. Brown*  
Name:  
Title:

**SCHEDULE A***Registrations:*

Mark	Number	Reg. Date
"M" Logo	2,922,400	February 1, 2005
"M" Logo	3,163,953	October 24, 2006
"M" Logo	3,228,649	April 10, 2007
"M" Logo	3,206,793	February 6, 2007
MAXIM	2,072,696	June 17, 1997
MAXIM	3,127,276	August 8, 2006
MAXIM	3,228,647	April 10, 2007
MAXIM	2,449,119	May 8, 2001
MAXIM	3,261,379	July 10, 2007
MAXIM BOOKS	2,600,504	July 30, 2002
MAXIM CASINO	3,085,737	April 25, 2006
MAXIM GOES TO THE MOVIES	2,902,970	November 16, 2004
MAXIM LIVING	3,124,536	August 1, 2006
MAXIM LIVING	2,988,285	August 23, 2005
MAXIM MAGAZINE	2,976,807	July 26, 2005
MAXIM ONLINE	2,449,110	May 8, 2001
MAXIMONLINE.COM	2,565,895	April 30, 2002
MAXIM RADIO	2,976,481	July 26, 2005
MAXIM RADIO	3,068,330	March 14, 2006
MAXIM TV	2,976,337	July 26, 2005
MAXIM TV	2,983,401	August 9, 2005
MISS MAXIM	3,228,883	April 10, 2007
BLENDER	1,957,138	February 20, 1996
BLENDER	3,195,851	January 9, 2007
BLENDER	3,106,578	June 20, 2006
BLENDER	3,106,577	June 20, 2006
STUFF	2,191,323	September 22, 1998
STUFF'S STARLETS	3,242,065	May 15, 2007
STUFF VIP TRAVEL	3,263,008	July 10, 2007
THE BEST THING TO HAPPEN TO MEN SINCE WOMEN	2,165,852	June 16, 1998

**TRADEMARK**  
**REEL: 003650 FRAME: 0290**

**TRADEMARK**  
**REEL: 004418 FRAME: 0398**

**Felix Dennis/Alpha Media Group Inc.**  
**Attachment to PTO Form 1594**  
**Page 1**

**Section 4A (Applications)**

77183372  
76468369  
78493595  
76240814  
76468372  
78687197  
77152322  
77035058  
77022343  
78816737  
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78411700  
78411698

**TRADEMARK**  
**REEL: 003650 FRAME: 0285**

**TRADEMARK**  
**REEL: 004418 FRAME: 0399**

Felix Dennis/Alpha Media Group Inc.  
Attachment to PTO Form 1594  
Page 2

Section 4B (Registrations)

- 2922400
- 3163953
- 3228649
- 3206793
- 2072696
- 3127276
- 3228647

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- 2449119
- 3261379
- 2600504
- 3085737
- 2902970
- 3124536
- 2998285
- 2976807
- 2449110
- 2565895
- 2976481
- 3068330
- 2976337
- 2983401
- 3228883
- 1957138
- 3195851
- 3106578
- 3106577
- 3242065
- 3263008
- 2165852

*This is  
the registration  
# for →  
Tutti Cutti*

**TRADEMARK**  
**REEL: 003650 FRAME: 0286**

**TRADEMARK**  
**REEL: 004418 FRAME: 0400**