

**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

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
LimeLife, Inc.		11/05/2010	CORPORATION: CALIFORNIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Total Beauty Media, Inc.
<b>Street Address:</b>	8383 Wilshire Boulevard
<b>Internal Address:</b>	Suite 810
<b>City:</b>	Beverly Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90211
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 5**

Property Type	Number	Word Mark
Registration Number:	3199462	LIMELIFE
Registration Number:	3406546	LIMELIFE
Registration Number:	3174993	LIMELIFE
Serial Number:	77758257	MYSNAPS
Registration Number:	3862591	MYSNAPS

**CORRESPONDENCE DATA**

Fax Number: (310)553-0687  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (310) 553-3610  
 Email: ipmail@greenbergglusker.com  
 Correspondent Name: Jesse Saivar  
 Address Line 1: 1900 Avenue of the Stars  
 Address Line 2: Suite 2100  
 Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	85072-00002
NAME OF SUBMITTER:	Jesse Saivar
Signature:	/jesse saivar/
Date:	01/21/2011
Total Attachments: 4 source=Assignment-Total Beauty#page1.tif source=Assignment-Total Beauty#page2.tif source=Assignment-Total Beauty#page3.tif source=Assignment-Total Beauty#page4.tif	

## ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("Assignment") is effective as of August 11, 2010, by and between LimeLife, Inc., a California corporation ("Assignor") and Total Beauty Media, Inc., a Delaware Corporation ("Assignee").

WHEREAS, Assignor owns the trademarks and service marks set forth in Schedule 1 of this Assignment ("the Trademarks") and also owns an application to register the trademark MYSNAPS (U.S. Trademark Serial No. 77,758,257) ("the Trademark Application");

WHEREAS Assignee is acquiring the business or portion of the business to which the mark in the Trademark Application pertains;

WHEREAS, Assignee is desirous of acquiring all right, title and interest in the Trademarks and Trademark Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby conveys, transfers and assigns to Assignee, all right, title and interest in and to the Trademarks, together with any registrations for the Trademarks, the Trademark Application as part of the entire business or portion thereof to which the mark in the Trademark Application pertains as required by 15 U.S.C. § 1060, the goodwill of the business symbolized by the Trademarks, and together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the dates indicated below.

[SIGNATURE PAGE TO FOLLOW]

ASSIGNOR:

LimeLife, Inc.

November 5, 2010

By: Kristin McDonnell

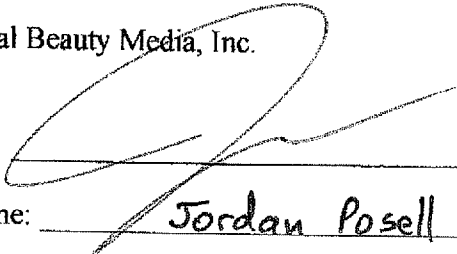
Name: KRISTIN MCDONNELL

Title: CEO

ASSIGNEE:

Total Beauty Media, Inc.

November 9, 2010

By: 

Name: Jordan Posell

Title: Chief Financial Officer

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**Schedule 1**

<u>Mark</u>	<u>Serial/Registration Number</u>	<u>Status</u>	<u>Goods/Services</u>
LimeLife	3,199,462	Registered	Class 9 - Computer game software; downloadable entertainment software containing ring tones, wallpaper graphics and graphical icons for use on mobile and cellular phones; utility computer software for providing to do lists, calendars, and emails and instant messaging on mobile and cellular telephones and hand-held computers.
LimeLife	3,406,546	Registered	Class 35 - Providing consumer product information about the goods and services of others via a global computer network, namely information on fashion, health, fitness, diet, exercise, nutrition, online shopping, tips on entertaining others, stress-reduction, and lifestyle information.  Class 38 - Wireless communication services, namely, electronic mail services, and electronic transmission of messages and data, including to-do lists and information on fashion, health, fitness, diet, exercise, nutrition, online shopping, tips on entertaining others, stress-reduction, and lifestyle information all of which may be accessed through mobile and cellular telephones and hand-held computers.
LimeLife	3,174,993	Registered	Class 41 - Entertainment services, namely, providing wireless computer games, ring tones, screen savers and images that may be accessed by network users for mobile and cellular telephones and hand-held computers.
FASHION MOGUL			Downloadable electronic games via the internet and wireless devices.

MYSNAPS	77/758,257	Pending	Class 9 - Downloadable software for mobile devices, namely, mobile phone applications for collecting, viewing and sharing photos, for creating shopping lists, for sharing opinions about clothing, fashion and other topics with other users, for social networking, and for the collection, editing, organizing, modifying, book marking, transmission, storage and sharing of data, information and photos; downloadable computer software for bookmarking data, information and photos.
MYSNAPS	3862591	Registered	<p>Class 42 – Computer services, namely, creating an online community for registered users to participate in discussions, get feedback from their peers, form virtual communities, engage in social networking and share reviews, recommendations, digital images and information relating to lifestyle, clothing, jewelry, food, recipes, travel, weddings, romance, gardening, home decorating, books, hairstyles, music and sports; providing a web site that gives computer and mobile phone users the ability to collect, view, upload, store, manage, exchange and share photos; online non-downloadable software for the collection, viewing, editing, organizing, modifying, book marking, transmission, storage and sharing of data, information and photos.</p> <p>Class 44 - Providing a website featuring information on hairstyles.</p> <p>Class 45 - Providing a website featuring information on fashion and clothing; providing a social networking website for entertainment purposes and for sharing photos.</p>