

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
CATHERINE A. BENNETT		01/13/2011	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	MyPublisher, Inc.		
Street Address:	845 Third Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3363970	DIGI-SCRAPBOOK	
Registration Number:	3451002	HOW FAST THEY GROW	
CORRESPONDENCE DATA			
Fax Number:	(800)232-1764		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 448-1100		
Email:	ochernin@mclaughlinstern.com		
Correspondent Name:	Oliver R. Chernin		
Address Line 1:	260 Madison Avenue		
Address Line 2:	McLaughlin & Stern, LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	50180.000		
NAME OF SUBMITTER:	Oliver R. Chernin		
Signature:	/Oliver R. Chernin/		

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 REEL: 004459 FRAME: 0358

Date:

01/24/2011

Total Attachments: 1

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WHEREAS, CATHERINE A. BENNETT, a United States citizen, having a place of business at 2966 Velvet Way, Walnut Creek, CA, 94596, has adopted, is using, and is the owner of the following trademarks, registered in the United States Patent and Trademark Office:

Trademark	Registration No.	Registered
digi-scrapbook	3,363,970	January 1, 2008
How Fast They Grow	3,451,002	June 17, 2008

AND WHEREAS, MyPublisher, Inc., a New York corporation, having a place of business at 845 Third Avenue, New York, NY 10022, is desirous of acquiring the aforesaid trademarks, the good will of the business symbolized by the trademarks, and the registrations thereof;

NOW, THEREFORE, in consideration of and in exchange for the sum of ten dollars (\$ 10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said CATHERINE A. BENNETT, does hereby assign, transfer, and convey, unto MyPublisher, Inc. the entire right, title and interest in and to the said trademarks, together with the good will of the business symbolized by the trademarks, and the registrations thereof.

IN WITNESS WHEREOF the undersigned has executed this assignment as of this 13th day of January, 2011

By: 
CATHERINE A. BENNETT