

**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>
CATHERINE BENNETT		01/19/2011	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MyPublisher, Inc.		
<b>Street Address:</b>	845 Third Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10022		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77752311	HOW FAST TIME FLIES	
<b>Registration Number:</b>	3492240	HOW FAST THEY GROW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(800)232-1764		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 448-1100		
<b>Email:</b>	ochernin@mclaughlinstern.com		
<b>Correspondent Name:</b>	Oliver R. Chernin		
<b>Address Line 1:</b>	260 Madison Avenue		
<b>Address Line 2:</b>	McLaughlin & Stern, LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	50180.000		
<b>NAME OF SUBMITTER:</b>	Oliver R. Chernin		
<b>Signature:</b>	/Oliver R. Chernin/		

CH \$65.00 77752311

Date:

01/24/2011

Total Attachments: 1

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SERVICE MARK ASSIGNMENT

WHEREAS, CATHERINE 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 service mark, registered in the United States Patent and Trademark Office:

Trademark	Registration No.	Registered
<b>How Fast They Grow</b>	3,492,240	August 26, 2008

WHEREAS, CATHERINE 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 service mark, applied for in the United States Patent and Trademark Office:

Trademark	Serial No.	Filed
<b>How Fast Time Flies</b>	77/752,311	June 4, 2009

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 service marks, the good will of the business symbolized by the service marks, the entire business associated with the mark designated in Serial No. 77/752,311, and the registration and application 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 BENNETT, does hereby assign, transfer, and convey, unto MyPublisher, Inc. the entire right, title and interest in and to the said service marks, together with the good will of the business symbolized by the service marks, the entire business associated with the mark designated in Serial No. 77/752,311, and the registration and application thereof.

IN WITNESS WHEREOF the undersigned has executed this assignment as of this 19<sup>TH</sup> day of January, 2011

By:   
CATHERINE BENNETT