

**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
Dominion Enterprises		07/11/2011	general partnership: VIRGINIA

**RECEIVING PARTY DATA**

<b>Name:</b>	Cruz Bay Publishing, Inc.
<b>Street Address:</b>	300 Continental Boulevard
<b>Internal Address:</b>	Suite 650
<b>City:</b>	El Segundo
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90245
<b>Entity Type:</b>	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	2528535	PASSAGEMAKER
Serial Number:	77852550	SHAPING THE SUCCESSFUL SHOP
Registration Number:	3836801	SOUNDINGS
Registration Number:	1122364	SOUNDINGS
Registration Number:	2374291	SOUNDINGS
Registration Number:	2205867	SOUNDINGS TRADE ONLY
Registration Number:	2630091	SOUNDINGS TRADE ONLY TODAY
Registration Number:	3264461	THE MASTER'S SERIES
Registration Number:	3285561	TRAWLER FEST
Registration Number:	2486313	TRAWLERPORT
Registration Number:	1465437	WOODSHOP
Serial Number:	77875529	WOODSHOP NEWS
Registration Number:	2209123	WOODSHOP NEWS

OP \$340.00 2528535

**CORRESPONDENCE DATA**

Fax Number: (734)623-1625  
Phone: (734) 623-1938  
Email: trademark@dickinsonwright.com, jnishi@dickinsonwright.com,  
nhudge@dickinsonwright.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: John C. Nishi  
Address Line 1: Dickinson Wright, PLLC  
Address Line 2: 301 East Liberty, Suite 500  
Address Line 4: Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER:	27932-123
NAME OF SUBMITTER:	John C. Nishi
Signature:	/John C. Nishi/
Date:	09/14/2011

Total Attachments: 3  
source=Dominion-Cruz Bay Trademark Assignment#page1.tif  
source=Dominion-Cruz Bay Trademark Assignment#page2.tif  
source=Dominion-Cruz Bay Trademark Assignment#page3.tif

**TRADEMARK ASSIGNMENT**

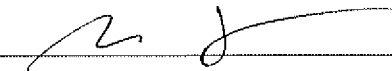
WHEREAS, Dominion Enterprises, a Virginia general partnership ("Assignor"), is the owner of and has adopted and used those trademarks listed below (all such marks being the "Trademarks"), and is the owner of the registrations in the United States Patent and Trademark Office set forth on Exhibit A hereto (collectively, the "Registrations");

WHEREAS, Cruz Bay Publishing, Inc., a Delaware corporation, with offices at 300 Continental Blvd., Suite 650, El Segundo, California 90245 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Trademarks and the Registrations, as well as all associated goodwill, as successor to the business of the Assignor to which the Trademarks relate.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee all of Assignor's right title and interest in the Trademarks and the Registrations, together with the goodwill of the business associated with the Trademarks and the Registrations.

Executed on the 11<sup>th</sup> day of July, 2011.

DOMINION ENTERPRISES,  
a Virginia general partnership

By:  \_\_\_\_\_

Name: Guy R. Friddell, III

Title: Executive Vice President

**[ACKNOWLEDGEMENT PAGE FOLLOWS]**

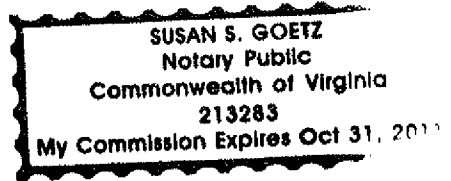
ACKNOWLEDGEMENT

Commonwealth of Virginia )

City of Norfolk )

The foregoing instrument was acknowledged before me on this 11 day of July, 2011 by Guy R. Friddell, III, the Executive Vice President of Dominion Enterprises, a Virginia general partnership, to me known to be the person described herein and acknowledged that he/she executed the same as his/her free act and deed on behalf of such general partnership.

Susan S. Goetz  
# 213283, Notary Public  
City of Norfolk, Commonwealth of Virginia  
My commission expires: 10-31-11



**EXHIBIT A**

**Registrations**

<b>TRADEMARK</b>	<b>Class</b>	<b>Reg. Date</b>	<b>Exp. Date</b>	<b>Reg or Serial No.</b>	<b>Owner</b>	<b>Notes</b>
PASSAGEMAKER	16	1/8/02	1/8/12	2,528,535	DOMINION ENTERPRISES	
SHAPING THE SUCCESSFUL SHOP	16;35;41			77/852550	DOMINION ENTERPRISES	Pending Application filed 7/1/09 Published for Opposition 4/12/2011
SOUNDINGS	16	8/24/10	8/24/20	3,836,801	DOMINION ENTERPRISES	
SOUNDINGS	16	7/17/79	8/3/19	1,122,364	DOMINION ENTERPRISES	
SOUNDINGS	35;41	8/8/00	8/8/20	2,374,291	DOMINION ENTERPRISES	
SOUNDINGS TRADE ONLY	16	11/24/98	11/24/18	2,205,867	DOMINION ENTERPRISES	
SOUNDINGS TRADE ONLY TODAY	35;38	10/8/02	10/8/12	2,630,091	DOMINION ENTERPRISES	
THE MASTER'S SERIES	16	7/17/07	7/17/17	3,264,461	DOMINION ENTERPRISES	
TRAWLER FEST	41	8/28/07	8/28/17	3,285,561	DOMINION ENTERPRISES	
TRAWLERPORT	35	9/4/01	9/4/11	2,486,313	DOMINION ENTERPRISES	
WOODSHOP	16	11/17/87	11/17/17	1,465,437	DOMINION ENTERPRISES	
WOODSHOP NEWS	35			77,875,529	DOMINION ENTERPRISES	Pending Application filed 7/1/09
WOODSHOP NEWS w/design	16	12/8/98	12/8/18	2,209,123	DOMINION ENTERPRISES	
PASSAGEMAKER (AUSTRALIA)	16, 41			1389089	DOMINION ENTERPRISES	Pending Application filed 10/15/10. OA response due 5/14/12
PASSAGEMAKER (NEW ZEALAND)	16, 41			831977	DOMINION ENTERPRISES	Pending Application filed 10/18/10. OA response due 10/18/11

DETROIT 27932-123 1211189v1