

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
Friars 667 Limited		10/18/2011	COMPANY: UNITED KINGDOM
Schofield Media Group, LLC		10/18/2011	LIMITED LIABILITY COMPANY: DELAWARE
Schofield Media, LLC		10/18/2011	LIMITED LIABILITY COMPANY: DELAWARE
Ideal Media, LLC		10/18/2011	LIMITED LIABILITY COMPANY: DELAWARE
Schofield Media Limited		10/18/2011	COMPANY: UNITED KINGDOM

RECEIVING PARTY DATA

Name:	S & R Media Corporation
Street Address:	79 West Monroe, Suite 400
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60603
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2732126	ADVANCEDSURVEY
Registration Number:	3394405	BEVERAGE WORLD
Registration Number:	3012857	BEVERAGE WORLD'S CHINA BEV
Registration Number:	3173293	CTQ MEDIA
Registration Number:	3355107	FOOD AND DRINK
Registration Number:	3026350	ISIXSIGMA
Registration Number:	3579389	RETAIL MERCHANDISER
Registration Number:	3562770	SIX SIGMA ENTREPRENEUR
Registration Number:	0901563	SOFT DRINKS SCOPE

OP \$290.00 2732126

Registration Number:	2775774	THE BEVERAGE FORUM
Registration Number:	3579334	US BUSINESS REVIEW

CORRESPONDENCE DATA

Fax Number: (312)706-9000
 Phone: 3127018623
 Email: zbeal@mayerbrown.com, ipdoCKET@mayerbrown.com,
 rassmus@mayerbrown.com, emelvin@mayerbrown.com

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

Correspondent Name: Richard M. Assmus
 Address Line 1: P. O. Box 2828
 Address Line 2: Mayer Brown LLP
 Address Line 4: Chicago, ILLINOIS 606902828

NAME OF SUBMITTER:	Richard M. Assmus
Signature:	/rma/
Date:	10/21/2011

Total Attachments: 4
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment"), dated as of October 18, 2011, is entered into by and among Friars 667 Limited, a company incorporated in England and Wales (the "Secured Party"), Schofield Media Group, LLC, a Delaware limited liability company ("SMG"), Schofield Media, LLC, a Delaware limited liability company ("Schofield Media"), Ideal Media, LLC, a Delaware limited liability company ("Ideal Media"), Schofield Media Limited, a company incorporated in England and Wales ("SML" and, together with SMG, Schofield Media and Ideal Media, the "Assignors"), and S & R Media Corporation, a Delaware corporation (the "Assignee").

RECITALS

WHEREAS, the Secured Party, the Assignors and the Assignee are, concurrently with the execution of this Assignment, consummating the transactions contemplated by that certain Bill of Sale, Assignment and Assumption Agreement, dated as of the date hereof, by and among the Secured Party, the Assignors and the Assignee (the "Bill of Sale") pursuant to which the Secured Party and the Assignors agreed to sell certain assets and assign certain liabilities to the Assignee;

WHEREAS, the Assignors are the owners of all right, title and interest in the registered trademarks set forth in Schedule A (the "Trademarks"); and

WHEREAS, the Assignee desires to acquire all of the Assignors' right, title and interest in and to the Trademarks, including the goodwill associated therewith, and the Assignors desire to assign the Trademarks to the Assignee.

NOW, THEREFORE, in consideration of the covenants and agreements set forth in the Bill of Sale, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

1. The Secured Party and the Assignors hereby transfer and assign to the Assignee, and its successors and assigns, all of the Assignors' right, title and interest in and to the Trademarks, including the goodwill associated therewith, for the Assignee's use and enjoyment, and for the use and enjoyment of its successors and assigns, together with all claims of the Assignors for damages by reason of past, present and future infringement of the Trademarks with the right to sue for and collect for the Assignee's own use and benefit, and for the use and benefit of its successors and assigns.
2. The Assignors hereby authorize and request the Commissioner of Patents and Trademarks of the United States of America to record the Assignee as the owner of the Trademarks, as assignee of the entire right, title and interest therein and thereto.
3. Upon the reasonable request of the Assignee, each Assignor and the Secured Party shall execute and deliver to the Assignee such other documents, releases, assignments and other instruments as may be required to effectuate completely the transfer and assignment to the Assignee of, and to vest fully in the Assignee title to, each of the Trademarks, and to otherwise carry out the purposes of this Assignment, in each case if and to the extent within the legal right,

power, authority or control of such Assignor or the Secured Party, as applicable, and at the Assignee's sole cost and expense.

4. This Assignment and all the provisions hereof shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. This Assignment and all the provisions hereof shall be for the sole and exclusive benefit of the parties hereto and their respective successors and assigns, and no third party may seek to enforce, or benefit from, this Assignment or any of the provisions hereof.

5. Nothing in this Assignment, express or implied, is intended or shall be construed to supersede, modify, amend, narrow or broaden in any way the rights of the parties under, or the terms or provisions of, the Bill of Sale. To the extent any term or provision herein conflicts or is inconsistent with the Bill of Sale, the terms and provisions of the Bill of Sale shall control.

6. This Assignment (a) shall be governed by and construed in accordance with the internal laws of the State of New York, without giving effect to the principles of conflicts of law thereof, except to the extent that federal law preempts state law with respect to any particular conveyance covered hereby; (b) may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument; and (c) may be executed and delivered by facsimile or other electronic transmissions, and a facsimile or other electronic signature of any party shall be effective as an original signature; provided, however, that any party that delivers such a signature page agrees to later deliver an original counterpart to any party which requests it.

[Signature Page Follows]

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be executed and delivered as of the date first written above.

FRIARS 667 LIMITED

By: 
Name: Brian J. Reshefsky
Title: Authorized Representative

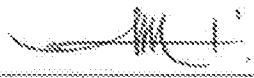
S & R MEDIA CORPORATION

By: 
Name: Hugh Gildea
Title: Treasurer and Secretary

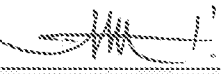
SCHOFIELD MEDIA GROUP, LLC

By: 
Name: Andrew J. Schofield
Title: Chief Executive Officer

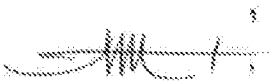
SCHOFIELD MEDIA, LLC

By: 
Name: Andrew J. Schofield
Title: Chief Executive Officer

IDEAL MEDIA, LLC

By: 
Name: Andrew J. Schofield
Title: Chief Executive Officer

SCHOFIELD MEDIA LIMITED

By: 
Name: Andrew J. Schofield
Title: Director

Schedule A

Trademarks

Trademark	Registered Owner	Registration No.	Registration Date
ADVANCEDSURVEY	Ideal Media, LLC	2732126	07-01-2003
BEVERAGE WORLD	Ideal Media, LLC	3394405	03-11-2008
BEVERAGE WORLD'S CHINA BEV	Ideal Media Group, LLC	3012857	11-08-2005
CTQ MEDIA	Ideal Media, LLC	3173293	11-21-2006
FOOD AND DRINK	Schofield Media Group, LLC	3355107	12-18-2007
ISIXSIGMA	Ideal Media, LLC	3026350	12-13-2005
RETAIL MERCHANDISER	Ideal Media, LLC	3579389	02-24-2009
SIX SIGMA ENTREPRENEUR	Ideal Media, LLC	3562770	01-13-2009
SOFT DRINKS SCOPE	Ideal Media, LLC	901563	10-274-1970
THE BEVERAGE FORUM	Ideal Media, LLC	2775774	10-21-2003
US BUSINESS REVIEW	Ideal Media, LLC	3579334	02-24-2009

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