

**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                           |
|--------------------|----------|----------------|---------------------------------------|
| GGW Marketing, LLC |          | 11/15/2011     | LIMITED LIABILITY COMPANY: CALIFORNIA |

**RECEIVING PARTY DATA**

|                        |   |
|------------------------|---|
| <b>Name:</b>           | Path Media Holdings, LLC                    |
| <b>Street Address:</b> | Hunkins Plaza, Main Street, P.O. Box 556    |
| <b>City:</b>           | Charlestown                                 |
| <b>State/Country:</b>  | ST. CHRIST-NEVIS                            |
| <b>Entity Type:</b>    | LIMITED LIABILITY COMPANY: ST. CHRIST-NEVIS |

**PROPERTY NUMBERS Total: 12**

| Property Type  | Number   | Word Mark              |
|----------------|----------|------------------------|
| Serial Number: | 75939899 | BANNED FROM TELEVISION |
| Serial Number: | 77217774 | BANNED FROM TELEVISION |
| Serial Number: | 77382679 | GIRLS GONE WILD        |
| Serial Number: | 77166100 | GIRLS GONE MOBILE      |
| Serial Number: | 76517377 | GIRLS GONE WILD        |
| Serial Number: | 75640463 | GIRLS GONE WILD        |
| Serial Number: | 77382449 | GIRLS GONE WILD        |
| Serial Number: | 77208666 | GONE WILD              |
| Serial Number: | 77384465 | GONE WILD              |
| Serial Number: | 76427548 | GUYS GONE WILD         |
| Serial Number: | 76306922 | MANTRA                 |
| Serial Number: | 77208650 | GIRLS GONE WILD        |

**CORRESPONDENCE DATA**

Fax Number: (310)765-7647

**900207191**

**TRADEMARK  
 REEL: 004661 FRAME: 0130**

**OP \$315.00 75939899**

Phone: 3104404100  
Email: uspto@raineslaw.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Konrad Gatien  
Address Line 1: 9720 Wilshire Boulevard, Fifth Floor  
Address Line 4: Beverly Hills, CALIFORNIA 90212

|                         |         |
|-------------------------|---------|
| ATTORNEY DOCKET NUMBER: | 1389-02 |
|-------------------------|---------|

**DOMESTIC REPRESENTATIVE**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

|                    |               |
|--------------------|---------------|
| NAME OF SUBMITTER: | Konrad Gatien |
|--------------------|---------------|

|            |       |
|------------|-------|
| Signature: | /kkg/ |
|------------|-------|

|       |            |
|-------|------------|
| Date: | 11/15/2011 |
|-------|------------|

Total Attachments: 2  
source=GGW Marketing to USPTO#page1.tif  
source=GGW Marketing to USPTO#page2.tif

ASSIGNMENT

WHEREAS, GGW MARKETING, LLC, ("Assignor") a Delaware limited liability company, has adopted, applied for and/or used and registered the trademarks listed in the attached Schedule 1 (the "Marks"); and

WHEREAS, PATH MEDIA HOLDINGS, LLC, ("Assignee) a Nevis limited liability company is desirous of acquiring said marks, the applications therefor, any registrations therefrom, and the goodwill of the business symbolized by the Marks relating thereto;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to Assignee all rights, title and interest in to the said Marks, applications and registrations issuing therefrom, together with the business of Assignor pertaining to said Marks and applications and the goodwill of the business symbolized by the Marks relating thereto, and all rights of action and claims for past infringement thereof.

GGW Marketing, LLC  
By:

By:

Joe Franco

Its:

Manager

Date:

11-3-2011

Schedule I

| <u>Name of Trademark</u> | <u>Application Number</u> |
|--------------------------|---------------------------|
| Banned From Television   | 75939899                  |
| Banned From Television   | 77217774                  |
| Girls Gone Wild          | 77382679                  |
| Girls Gone Mobile        | 77166100                  |
| Girls Gone Wild          | 76517377                  |
| Girls Gone Wild          | 75640463                  |
| Girls Gone Wild          | 77382449                  |
| Gone Wild                | 77208666                  |
| Gone Wild                | 77384465                  |
| Guys Gone Wild           | 76427548                  |
| Mantra                   | 76306922                  |
| Girls Gone Wild          | 77208650                  |