

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
Sandow Media, LLC		01/24/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Gen Art, LLC
Street Address:	627 La Peer
City:	West Hollywood
State/Country:	CALIFORNIA
Postal Code:	90069
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 14

Property Type	Number	Word Mark
Registration Number:	3273648	944
Registration Number:	3439838	944
Registration Number:	3452707	944 FASHION ENTERTAINMENT LIFESTYLE
Registration Number:	3430858	944 LIFE
Registration Number:	3439857	944 LIFE
Registration Number:	3430764	944 LIFE YOUR CLIQUE HERE
Registration Number:	3488368	944 SUPER VILLAGE
Registration Number:	3545543	GAME
Registration Number:	3502825	INK GRENADE
Registration Number:	3117206	LOVED, HATED, NEVER IGNORED
Registration Number:	3694575	RACKET
Registration Number:	2461751	GEN ART
Serial Number:	77542671	SUPER VILLAGE
Serial Number:	85208615	ACCESSLAB

TRADEMARK

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CORRESPONDENCE DATA

Fax Number: (561)634-2161
Phone: 561-962-2100
Email: gmlefkowitz@duanemorris.com

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

Correspondent Name: J. Rodman Steele, Jr.
Address Line 1: 2700 North Military Trail, Suite 300
Address Line 4: Boca Raton, FLORIDA 33431-1808

ATTORNEY DOCKET NUMBER:	F6052-17001 ET AL
NAME OF SUBMITTER:	J. Rodman Steele, Jr.
Signature:	/J. Rodman Steele, Jr./
Date:	01/25/2012
Total Attachments: 2 source=Sandow-GenArt#page1.tif source=Sandow-GenArt#page2.tif	

**TRADEMARK ASSIGNMENT
(SANDOW MEDIA, LLC MARKS)**

This Assignment is made by and between Sandow Media, LLC, a Delaware limited liability company, with an address at 3731 NW 8th Avenue, Boca Raton, Florida 33431 ("ASSIGNOR"), and Gen Art, LLC, a Delaware limited liability company, with an address at 627 La Peer, West Hollywood, California 90069 ("ASSIGNEE") and is effective as of the date signed below (the "Effective Date").

WHEREAS, ASSIGNOR owns all right, title and interest in, to and under the trademarks set forth on Schedule A (attached hereto and made a part hereof), including the goodwill specifically associated with such trademarks (the "Marks"), as the Marks are used on or in connection with ASSIGNOR'S business;

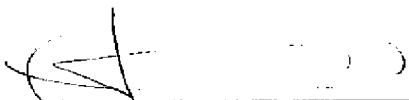
WHEREAS, ASSIGNEE is desirous of obtaining from ASSIGNOR, and ASSIGNOR wishes to transfer and assign to ASSIGNEE, all right, title and interest in and to said Marks, and the applications and registrations thereof;

NOW, THEREFORE, in consideration of the foregoing, as well as other good and valuable consideration the receipt and adequacy of which is hereby freely acknowledged, and intending to be legally bound, ASSIGNOR hereby assigns, grants and conveys to ASSIGNEE, and its successors and assigns, all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by and associated with said Marks, and the right to sue for past infringements and unauthorized uses of the Marks.

IN WITNESS WHEREOF, ASSIGNOR has executed and delivered this Assignment by its duly authorized officers.

SANDOW MEDIA, LLC

Date: 1-24-2012

By: 

Christopher Fabian, CFO/COO

**TRADEMARK ASSIGNMENT
(SANDOW MEDIA, LLC MARKS)**

SCHEDULE A

COUNTRY	MARK	REGISTRATION No. (APPLICATION No.)	REGISTRATION DATE (FILING DATE)
U.S.	944	3273648	2007-08-07
U.S.	944	3439838	2008-06-03
U.S.	944 FASHION ENTERTAINMENT LIFESTYLE	3452707	2008-06-24
U.S.	944 LIFE	3430858	2008-05-20
U.S.	944 LIFE	3439857	2008-06-03
U.S.	944 LIFE YOUR CLIQUE HERE	3430764	2008-05-20
U.S.	944 SUPER VILLAGE	3488368	2008-08-19
U.S.	GAME	3545543	2008-12-09
U.S.	INK GRENADE	3502825	2008-09-16
U.S.	LOVED, HATED, NEVER IGNORED	3117206	2006-07-18
U.S.	RACKET	3694575	2009-10-13
U.S.	SUPER VILLAGE	(77/542671)	(2008-08-08)
U.S.	GEN ART	2461751	2001-06-19
U.S.	ACCESSLAB	(85/208615)	(2010-12-31)

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