

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
Vindico LLC		03/08/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Specific Media LLC		
Street Address:	4 Park Plaza		
Internal Address:	Suite 1500		
City:	Irvine		
State/Country:	CALIFORNIA		
Postal Code:	92614		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Serial Number:	85175558	ADML	
Registration Number:	3992590	XUMO	
Registration Number:	3954603	JEN AND BARB MOM LIFE	
Registration Number:	3753909	BBE	
Registration Number:	3755743	BBE THE DIGITAL VIDEO AUTHORITY	
CORRESPONDENCE DATA			
Fax Number:	(860)286-0115		
Phone:	(860)286-2929		
Email:	TM-CT@cantorcolburn.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Jamie E. Platkin		
Address Line 1:	Cantor Colburn LLP		
Address Line 2:	20 Church Street, 22nd Floor		

OP \$140.00 85175558

Address Line 4: Hartford, CONNECTICUT 06103-3207

ATTORNEY DOCKET NUMBER:	SFM0026AUS
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NAME OF SUBMITTER:	Jamie E. Platkin
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Signature:	/Jamie E. Platkin/
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Date:	03/12/2012
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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is entered into by and between VINDICO LLC, a Delaware Limited Liability Company having offices and its principal place of business at 4 Park Plaza, Suite 1500, Irvine, California 92614, U.S.A. (hereinafter "Assignor"), and SPECIFIC MEDIA LLC, a California Limited Liability Company having offices and its principal place of business at 4 Park Plaza, Suite 1500, Irvine, California 92614, U.S.A. (hereinafter "Assignee"), effective as of the 8th day of March, 2012, wherein the parties agree as follows:

WHEREAS, Assignor has, either directly or through related entities and/or predecessors in interest, adopted and used in its business the trademarks shown in the attached Schedule of Trademarks, and is the owner of the applications and/or registrations therefore with the United States Patent and Trademark Office as specified in the attached Schedule (collectively, the "Marks").

WHEREAS, Assignee is desirous of acquiring all rights, title and interest in and to the Marks and any applications and/or registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks along with the applications and/or registrations identified in the attached Schedule, together with the entire business to which the Marks pertain, and with the right to recover and have damages and profits for past infringement, if any.

VINDICO LLC

Assignor


Signature: 

Name: Drew Boudages

Title: Secretary

SPECIFIC MEDIA LLC


Assignee

Signature: 

Name: Drew Boudages

Title: Secretary

SCHEDULE OF TRADEMARKS

Mark	Country	Appl//Reg. No.	Classes
ADML	United States	Appl. No. 85175558	42
XUMO	United States	Reg. No. 3992590	42
JEN AND BARB MOM LIFE	United States	Reg. No. 3954603	41
BBE 	United States	Reg. No. 3753909	35, 38, 41
BBE THE DIGITAL VIDEO AUTHORITY	United States	Reg. No. 3755743	35, 38, 41