

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/28/2012		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	MGEL, Inc. dba Circle of Moms		03/28/2012
			Entity Type
			CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Sugar Publishing Incorporated		
Street Address:	111 Sutter Street, 15th Floor		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
	Property Type	Number	Word Mark
	Serial Number:	77808364	CIRCLE OF MOMS
	Registration Number:	4035482	CIRCLE OF MOMS
	Registration Number:	3847200	CIRCLE OF MOMS
	Registration Number:	3847199	CIRCLE OF MOMS
CORRESPONDENCE DATA			
Fax Number:	(317)231-7433		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	3172311313		
Email:	jgard@btlaw.com		
Correspondent Name:	Julia Spoor Gard		
Address Line 1:	11 South Meridian Street		
Address Line 2:	Barnes & Thornburg LLP		
Address Line 4:	INDIANAPOLIS, INDIANA 46204		

CH \$115.00 77808364

ATTORNEY DOCKET NUMBER:	42537-220756
NAME OF SUBMITTER:	Julia Spoor Gard
Signature:	/jsg/
Date:	03/29/2012
Total Attachments: 2 source=CIRCLE OF MOMS#page1.tif source=CIRCLE OF MOMS#page2.tif	

NUNC PRO TUNC TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, MGEL, Inc., dba Circle of Moms, (hereinafter "Assignor"), has assigned and hereby assigns effective this 28th day of March, 2012, to Sugar Publishing Incorporated (hereinafter "Assignee"), a corporation organized and existing under the laws of Delaware, USA, and domiciled in 111 Sutter Street, 15th Floor, San Francisco, California 94104, USA, all of its right, title and interest in and to the trademark registrations outlined in Exhibit A together with the goodwill of the business symbolized thereby. The assignee is the successor in interest to the ongoing business of the assignor, or the portion therewith to which the Marks pertain.

For such good and valuable consideration, Assignor hereby further assigns and transfers to Assignee, all rights and interests in, to and arising from any infringement of the Mark, including, without limitation, all claims for damages and profits for any infringements which occurred prior to the date of this Assignment, including the rights to sue for any infringements in its own name and stead and for its own benefit.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the Mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

Granted and signed in San Francisco, California, USA, on this 28th day of March, 2012.

MGEL, Inc. dba Circle of Moms

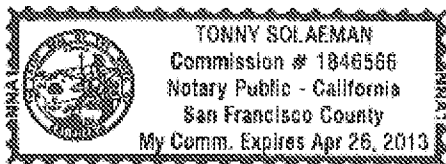
[Signature]

Name: SEAN MACNEIL

Title: CFO

STATE OF CALIFORNIA }
COUNTY OF San Francisco } SS:

Subscribed and sworn to before me, a Notary Public, in and for said County and State, this 28th day of March, 2012.
Witness my hand and Notarial Seal this 28th day of March, 2012.



Notary Public

[Signature]
TONNY SOLAEMAN

Printed

County of Residence: San Francisco

My Commission Expires: Apr. 26th, 2013

EXHIBIT A

Mark	US Ser. No.	<u>Filing Date</u>	<u>US Reg. No.</u>	<u>Reg. Date</u>
CIRCLE OF MOMS	77808364	08/19/2009	---	----
CIRCLE OF MOMS	77808386	08/19/2009	4035482	10/04/2011
CIRCLE OF MOMS	77808375	08/19/2009	3847200	09/14/2010
CIRCLE OF MOMS	77808334	08/19/2009	3847199	09/14/2010