

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
SFG Group, L.L.C.		01/03/2012	LIMITED LIABILITY COMPANY: NEVADA
RECEIVING PARTY DATA			
Name:	F+W Media, Inc.		
Street Address:	10151 Carver Road		
City:	Blue Ash		
State/Country:	OHIO		
Postal Code:	45242		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3674815	WORLD TEA CHAMPIONSHIP	
Registration Number:	3110731	WORLD TEA EXPO	
Registration Number:	3730239	WORLD TEA NEWS	
Registration Number:	3674816	WORLD TEA RATING	
Registration Number:	3175233	WORLD TEA EXPO	
Registration Number:	3756811	WORLD TEA NEWS	
CORRESPONDENCE DATA			
Fax Number:	5132416234		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	513-241-2324		
Email:	lkrafte@whe-law.com		
Correspondent Name:	Lori Krafte		
Address Line 1:	2700 Carew Tower, 441 Vine Street		
Address Line 4:	Cincinnati, OHIO 45202		

OP \$165.00 3674815

NAME OF SUBMITTER:	Lori Krafte
Signature:	/Lori Krafte/
Date:	05/11/2012
Total Attachments: 2 source=ASSIGNMENT.2#page1.tif source=ASSIGNMENT.2#page2.tif	

Trademark Assignment

WHEREAS, SFG GROUP, L.L.C., ("ASSIGNOR"), a Nevada limited liability company, having a place of business at 5125 W. Oquendo Road, Suite 16, Las Vegas, Nevada 89118, has adopted and has used the registered marks shown in Exhibit A attached hereto and the unregistered marks shown in Exhibit B attached hereto;

WHEREAS, F+W MEDIA, INC. ("ASSIGNEE"), a Delaware corporation, having a place of business at 38 E. 29th Street, New York, New York 10016, is desirous of acquiring the entire right, title, and interest in and to said trademarks, and accompanying registrations, if any, together with the good will of the business in connection with which said trademarks are used.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, and transfer unto ASSIGNEE the entire right, title, and interest in and to the aforesaid trademarks, and any applicable registrations, together with the good will of the business symbolized by the marks and registrations therefor, and together with all claims, demands, rights, chooses in action and rights of recovery for past infringement thereof, the same to be held and enjoyed by ASSIGNEE, for its own use and benefit, and for that of its successors and assigns, as fully and entirely as the same would have been held and enjoyed by the ASSIGNOR had this sale, assignment, and transfer not been made.

SFG GROUP, L.L.C.

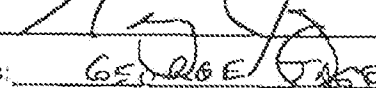
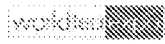
By: 
Name: GEORGE GAGE
Title: PRESIDENT
Date: Jan 3, 2012

Exhibit A

Word Marks:

WORLD TEA CHAMPIONSHIP – Registration No. 3,674,815 (Supplemental Register)
WORLD TEA EXPO – U.S. Registration No. 3,110,731 (Supplemental Register)
WORLD TEA NEWS – U.S. Registration No. 3,730,239 (Supplemental Register)
WORLD TEA RATING – U.S. Registration No. 3,674,816 (Supplemental Register)

Word & Design Marks:



U.S. Registration No. 3,175,233 (no color claimed)



U.S. Registration No. 3,756,811 (no color claimed)