

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																										
NATURE OF CONVEYANCE:	Assignment of 50% Ownership Interest																										
CONVEYING PARTY DATA																											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Kona Bay Media, Inc.</td> <td>FORMERLY f/k/a Integrity Media, Inc.</td> <td>12/13/2012</td> <td>CORPORATION: DELAWARE</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Kona Bay Media, Inc.	FORMERLY f/k/a Integrity Media, Inc.	12/13/2012	CORPORATION: DELAWARE																
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CORRESPONDENCE DATA																											
Fax Number: 3127043001 <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Phone: 312-704-3336 Email: trademarks@hinshawlaw.com Correspondent Name: Kourtney Mulcahy Address Line 1: Hinshaw & Culbertson LLP Address Line 2: 222 N. LaSalle Street, Suite 200 Address Line 4: Chicago, ILLINOIS 60601-1081																											
ATTORNEY DOCKET NUMBER:	931543 - HYMNS4WORSHIP																										
NAME OF SUBMITTER:	Kourtney Mulcahy																										
Signature:	/kourtney mulcahy/																										
Date:	12/21/2012																										
Total Attachments: 1 source=TrdmrkAsgnmt-Hymns4Worship#page1.tif																											

CH \$40.00 2890595

ASSIGNMENT OF 50% INTERESTS IN TRADEMARK

WHEREAS, Kona Bay Media, Inc. (f/k/a Integrity Media, Inc.), a corporation located and doing business at 1000 Cody Road, Mobile, Alabama 36695 ("Kona Bay") is the 50% owner of the following U.S. Trademark Registration:

MARK	REGISTRATION NO.	REGISTRATION DATE
HYMNS 4 WORSHIP	U.S. Reg. No. 2890595	September 28, 2004

WHEREAS, David C Cook, a non-profit corporation located at 4050 Lee Vance View, Colorado Springs, Colorado 80918 ("Cook") has acquired and is desirous of acquiring Kona Bay's entire 50% interests in and to said mark, and the Registration thereof;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Kona Bay has transferred and does hereby irrevocably sell, assign and transfer unto Cook, its entire 50% worldwide right, title and interest (including all common law rights) in and to the above identified mark, together with the goodwill of its interests in the business symbolized by the mark. The other 50% interest in the above identified mark shall remain with Direct Holding Americas, Inc.

KONA BAY MEDIA, INC.

Donald Ellington  
Signature

DONALD S. ELLINGTON  
Print Name

CFO  
Title

12/13/12  
Date

DAVID C COOK

Scott Miller  
Signature

Scott Miller  
Print Name

Chief Operating Officer  
Title

12-20-12  
Date