

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
NBCUniversal Media, LLC		01/15/2013	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
Name:	Bravo Media LLC		
Street Address:	30 Rockefeller Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10112		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
Property Type	Number	Word Mark	
Registration Number:	4134003	HEALTHY BY BRAVO	
Registration Number:	4124051	HEALTHY BY BRAVO	
<b>CORRESPONDENCE DATA</b>			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	818 777 6260		
Email:	trademarks@nbcuni.com		
Correspondent Name:	Monique Cheng Joe		
Address Line 1:	100 Universal City Plaza		
Address Line 4:	Universal City, CALIFORNIA 91608		
NAME OF SUBMITTER:	Monique Cheng Joe		
Signature:	/*mcj*/		
Date:	01/16/2013		
Total Attachments: 1 source=HEALTHY BY BRAVO Assign#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, NBCUniversal Media, LLC, a Delaware limited liability company, located and doing business at 30 Rockefeller Plaza, New York, New York 10112 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the trademark HEALTHY BY BRAVO and the registrations U.S. Reg. Nos. 4134003 and 4124051, (hereinafter the "Trademarks"); and

WHEREAS, Bravo Media LLC, a New York limited liability company, located at 30 Rockefeller Plaza, New York, New York 10112 (hereinafter "Assignee"), wishes to acquire all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee ownership of all right, title and interest in and to the Trademarks, the goodwill of the business symbolized thereby, and the registration therefore.

IN WITNESS WHEREOF, the undersigned has executed this instrument at Universal C.M., CA, this 15<sup>th</sup> day of January, 2013.

NBCUNIVERSAL MEDIA, LLC

By: \_\_\_\_\_

Gabriela Kornzweig

Title: Assistant Secretary