

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Notice of Grant of Security Interest in Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Specific Media LLC		09/06/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bank of America, N.A., as Administrative Agent		
Street Address:	1455 Market St.		
Internal Address:	Mail Code: CA-701-05-19		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94106-1399		
Entity Type:	national banking association: UNITED STATES		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3954603	JEN AND BARB MOM LIFE	
Registration Number:	3753909	BBE	
Registration Number:	3755743	BBE THE DIGITAL VIDEO AUTHORITY	
Serial Number:	86006555	HOUSEHOLDING	
CORRESPONDENCE DATA			
Fax Number:	9194168363		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9192868041		
Email:	pto_tmconfirmation@mvalaw.com		
Correspondent Name:	Moore & Van Allen PLLC		
Address Line 1:	430 Davis Drive		
Address Line 2:	Suite 500		
Address Line 4:	Morrisville, NORTH CAROLINA 27560		

OP \$115.00 3954603

ATTORNEY DOCKET NUMBER:	017625-4661
NAME OF SUBMITTER:	John E. Slaughter
Signature:	/John E. Slaughter/
Date:	09/09/2013
Total Attachments: 4 source=Trademark Notice - Specific Media#page1.tif source=Trademark Notice - Specific Media#page2.tif source=Trademark Notice - Specific Media#page3.tif source=Trademark Notice - Specific Media#page4.tif	

NOTICE
OF
GRANT OF SECURITY INTEREST
IN
TRADEMARKS

United States Patent and Trademark Office

Ladies and Gentlemen:

Please be advised that pursuant to the Security and Pledge Agreement dated as of September 6, 2013 (as the same may be amended, modified, restated or supplemented from time to time, the "Security and Pledge Agreement") by and among the Grantors from time to time party thereto (each a "Grantor" and collectively, the "Grantors") and Bank of America, N.A., as Administrative Agent (the "Administrative Agent") for the Secured Parties referenced therein, the undersigned Grantor has granted a continuing security interest in and continuing lien upon, the trademarks, trademark licenses and trademark applications set forth on Schedule 1 attached hereto to the Administrative Agent for the ratable benefit of the Secured Parties.

The undersigned Grantor and the Administrative Agent, on behalf of the Secured Parties, hereby acknowledge and agree that the security interest in the trademarks, trademark licenses and trademark applications set forth on Schedule 1 attached hereto (i) may only be terminated in accordance with the terms of the Security and Pledge Agreement and (ii) is not to be construed as an assignment of any trademark, trademark license or trademark application.

Address for Grantor:

4 Park Plaza, Suite 1500
Irvine, California 92614

Very truly yours,

.....
Specific Media LLC

By: 

.....
Name: Larry Madden

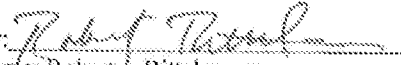
Title: Chief Financial Officer

SPECIFIC MEDIA LLC
TRADEMARK NOTICE -- SPECIFIC MEDIA LLC (2013)

TRADEMARK
REEL: 005107 FRAME: 0146

Acknowledged and Accepted:

BANK OF AMERICA, N.A.,
as Administrative Agent

By: 

Name: Robert J. Rittelmeyer

Title: Vice President

SPECIFIC MEDIA LLC
TRADEMARK NOTICE -- SPECIFIC MEDIA LLC (2013)

TRADEMARK
REEL: 005107 FRAME: 0147

Schedule 1

**Specific Media LLC
(California Limited Liability Company)**

U.S. Trademarks

Registered Marks

Mark	Reg. No.	Reg. Date
JEN AND BARB MOM LITE	3954603	05/03/11
BBE and Design	3753909	03/02/10
BBE THE DIGITAL VIDEO AUTHORITY	3755743	03/02/10

Pending Application

Mark	Reg. No.	Reg. Date
HOUSEHOLDING	86006555	07/10/13