

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
Robert Kennedy, an individual, and the Testamentary Estate of Robert Kennedy		08/26/2013	ESTATE: CANADA

RECEIVING PARTY DATA	
Name:	Cruz Bay Publishing, Inc.
Street Address:	300 Continental Boulevard
Internal Address:	Suite 650
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	2006139	MUSCLEMAG INTERNATIONAL
Registration Number:	2010046	

CORRESPONDENCE DATA	
Fax Number:	7346231625
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	(734) 623-1678
Email:	nhudge@dickinsonwright.com
Correspondent Name:	Nora Hudge, Paralegal
Address Line 1:	Dickinson Wright PLLC
Address Line 2:	350 South Main Street, Suite 300
Address Line 4:	Ann Arbor, MICHIGAN 48104

ATTORNEY DOCKET NUMBER:	27932-372
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OP \$65.00 2006139

NAME OF SUBMITTER:	Nora Hudge, Paralegal
Signature:	/Nora Hudge/
Date:	09/17/2013
Total Attachments: 2 source=TM Assignment - Kennedy to Cruz Bay#page1.tif source=TM Assignment - Kennedy to Cruz Bay#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, ROBERT KENNEDY, an individual, and the TESTAMENTARY ESTATE OF ROBERT KENNEDY ("Assignor") has adopted and used the trademarks listed below (the "Marks") and is the owner of the indicated trademark applications/registrations for the Marks:

Mark	Country	Serial/Reg. No.
MUSCLEMAG INTERNATIONAL and Design	U.S.	2,006,139
Biceps & Man Design	U.S.	2,010,046
MUSCLEMAG INTERNATIONAL	Community Trademark (EU)	8,928,293
OXYGEN (word)	U.S.	N.A.
OXYGEN (logo)	U.S.	N.A.

WHEREAS, CRUZ BAY PUBLISHING, INC., a Delaware corporation ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Marks and the applications/registrations therefor, as well as all associated goodwill as successor to the business of Assignor to which the Marks relate;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which hereby are acknowledged by each party, Assignor hereby assigns to Assignee, effective as of August 30, 2013, all of Assignor's right title and interest in the Marks and the applications/registrations therefor, together with the goodwill of the business symbolized by the Marks.

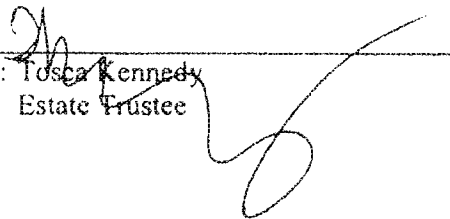
AND the parties agree that from and after the execution and delivery of this Assignment, the Assignor shall have no obligations whatsoever in respect of the Marks (including, without limitation, no obligation to make or maintain any registrations in respect of same).

AND notwithstanding anything contained herein to the contrary, this Assignment shall not constitute an agreement to assign or transfer any Marks to the extent that such Marks are not assignable or transferrable under applicable agreement or at law.

[SIGNATURE PAGE FOLLOWS]

Executed on August 26, 2013

**TESTAMENTARY ESTATE OF
ROBERT KENNEDY**

By: 
Name: Tosca Kennedy
Title: Estate Trustee

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