

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hispanic Publishing Corporation		02/19/2003	CORPORATION: FLORIDA

**RECEIVING PARTY DATA**

<b>Name:</b>	Hispanic Publishing Group, LP
<b>Street Address:</b>	999 Ponce de Leon Boulevard
<b>Internal Address:</b>	Suite 600
<b>City:</b>	Coral Gables
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33134
<b>Entity Type:</b>	LIMITED PARTNERSHIP: DELAWARE

**PROPERTY NUMBERS Total: 15**

Property Type	Number
Serial Number:	76384081
Serial Number:	76384080
Serial Number:	76380094
Serial Number:	76379302
Serial Number:	76379301
Serial Number:	76379276
Registration Number:	2613443
Registration Number:	2457052
Registration Number:	2463600
Registration Number:	2657703
Registration Number:	2187291
Registration Number:	2030131
Registration Number:	2035155
Registration Number:	2033474

**CH \$390.00 76384081**

Registration Number: 1790321

**CORRESPONDENCE DATA**

Fax Number: (214)969-5100

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (214)969-4864

Email: mmcmullen@jonesday.com

Correspondent Name: Michelle McMullen

Address Line 1: 2772 North Harwood Street

Address Line 4: Dallas, TEXAS 75201-1515

ATTORNEY DOCKET NUMBER:

956888010010

NAME OF SUBMITTER:

Michelle McMullen

Total Attachments: 2

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**ASSIGNMENT IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

WHEREAS, Hispanic Publishing Corporation, a Florida corporation, having a place of business at 999 Ponce de Leon Boulevard, Suite 600, Coral Gables, Florida, has adopted, used and is using the marks that are the subject of the following registrations or pending applications in the United States Patent and Trademark Office (the "Marks"):

<u>MARK</u>	<u>REGISTRATION/SERIAL NUMBER</u>
Hispanictrends.com	76/384081
Hispanic Commerce	76/384080
Hispaniconline.com	76/380094
Latino Entrepreneur	76/379302
Hispanictrends.com and design	76/379301
Hispanicmagazine.com	76/379276
Hispanic Trends	2,613,443
Hispanic Magazine	2,457,052
Hispanic Entrepreneur 100	2,463,600
Hispanic Entrepreneur	2,657,703
Latina Excellence Awards	2,187,291
Vida	2,030,131
Hispanic Online	2,035,155
Hispanic 100	2,033,474
Hispanic	1,790,321

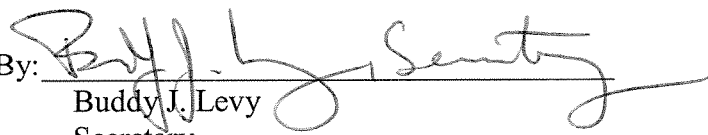
AND, WHEREAS, Hispanic Publishing Group, LP, a limited partnership organized and existing under the laws of Delaware, having a place of business at 999 Ponce de Leon Boulevard,  
DLI-5750108v2

Suite 600, Coral Gables, Florida, is desirous of acquiring the entire right, title and interest in and to the Marks, applications, registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks, and any past common law causes of action;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Hispanic Publishing Corporation hereby sells, assigns and transfers unto Hispanic Publishing Group, LP, its successors and assigns, the entire right, title and interest in and to the Marks, applications, registrations and any renewals that may be granted thereon, together with the goodwill of the business symbolized by the Marks and any past common law causes of action.

This Assignment supersedes and replaces the Assignment executed by Hispanic Publishing Corporation on February 19, 2003 and is effective as of February 19, 2003.

HISPANIC PUBLISHING CORPORATION

By:   
Buddy J. Levy  
Secretary