

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
Specialty Publications, LLC		12/31/2004	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	SpecPub, Inc.		
Street Address:	7060 Hollywood Boulevard		
Internal Address:	Suite 1010		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2599141	2	
Registration Number:	2802478	BUYGAY.COM	
Serial Number:	78281218	UNZIPPED VIDEO	
CORRESPONDENCE DATA			
Fax Number:	(310)282-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3102822000 Ext. 2108		
Email:	dgrace@loeb.com		
Correspondent Name:	David W. Grace c/o Loeb & Loeb LLP		
Address Line 1:	10100 Santa Monica Boulevard		
Address Line 2:	Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067-4164		
NAME OF SUBMITTER:	David W. Grace		

CH \$90.00 2599141

Signature:

/David W. Grace/

Date:

03/28/2005

Total Attachments: 2

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TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Specialty Publications, LLC, a Delaware limited liability company ("Assignor"), hereby sells, assigns, and transfers to SpecPub, Inc., a Delaware corporation, 7060 Hollywood Boulevard, Suite 1010, Los Angeles, California 90028 ("Assignee"), absolutely and forever, its entire right, title, and interest, whether statutory or at common law, in and to the trademarks listed in Exhibit A (the "Marks"), together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications to register the Marks, including the registrations listed on Exhibit A, as well as all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Marks and other corresponding rights in the Assignee.

IN WITNESS WHEREOF, this Assignment is effective as of the 31st day of December, 2004.

Specialty Publications, LLC

By: James Franklin

Name: James Franklin

Title: Member/Manager

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EXHIBIT A

SERIAL NUMBER	REGISTRATION NUMBER	MARK
	2,599,141	2
	2,802,478	BUYGAY.COM
78/281218		UNZIPPED VIDEO

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