

**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		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
LPI Media, Inc.		03/25/2005	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	SpecPub, Inc.		
<b>Street Address:</b>	7060 Hollywood Boulevard		
<b>Internal Address:</b>	Suite 1010		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90028		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2158988	UNZIPPED	
Registration Number:	1812891	FRESH MEN	
Registration Number:	2393097	MEN	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)282-2200		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	3102822000		
<b>Email:</b>	dgrace@loeb.com		
<b>Correspondent Name:</b>	David W. Grace c/o Loeb & Loeb LLP		
<b>Address Line 1:</b>	10100 Santa Monica Boulevard		
<b>Address Line 2:</b>	Suite 2200		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067-4164		
<b>NAME OF SUBMITTER:</b>	David W. Grace		
<b>Signature:</b>	/David W. Grace/		

**CH \$90.00 2158988**

Date:

03/28/2005

Total Attachments: 1

source=LPI Assignment#page1.tif

TRADEMARK ASSIGNMENT

For and in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, LPI Media, Inc., a Delaware corporation, ("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 UNZIPPED, FRESH MEN, and MEN (the "Marks"), together with the goodwill of the business symbolized by the Marks, and all corresponding registrations and applications to register the Marks, including USA Registration Nos. 2,158,988, 1,812,891, and 2,393,097, 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 \_\_\_\_ day of March 2005.

LPI Media, Inc.

By: James M. Franklin

Name: James Franklin

Its: President

CC534363.1  
05249910001  
03/23/2005 dwg