

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
Keepsake Studio LLC		10/22/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Insider Guides LLC		
Street Address:	280 Union Square Drive		
City:	New Hope		
State/Country:	PENNSYLVANIA		
Postal Code:	18938		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78582207	MY YEARBOOK	
CORRESPONDENCE DATA			
Fax Number:	(617)367-2315		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	617-973-6277		
Email:	gsmith@pbl.com		
Correspondent Name:	Gary Smith		
Address Line 1:	800 Boylston Street		
Address Line 4:	Boston, MASSACHUSETTS 02155		
NAME OF SUBMITTER:	Gary Smith		
Signature:	/gary w. smith/		
Date:	10/23/2006		

Total Attachments: 2

900060745

**TRADEMARK
 REEL: 003413 FRAME: 0621**

OP \$40.00 78582207

source=Assignment#page1.tif
source=Assignment#page2.tif

SERVICE MARK ASSIGNMENT IN UNITED STATES

Keepsake Studio LLC, a New Jersey Limited Liability Company, having a place of business at 6 Harbourton Ridge Drive, Pennington, NJ 08534 ("Keepsake Studio"), has used and is using the service mark identified below, through a licensee, and is the owner of the service mark application identified below.

For good and valuable consideration, the receipt of which is hereby acknowledged, Keepsake Studio hereby assigns to Insider Guides LLC, a Limited Liability Company, having a place of business at 280 Union Square Drive, New Hope, PA 18938 ("Insider Guides"), the entire right, title and interest in and to the trademark registrations identified below and the trademarks which are the subject thereof, including the goodwill of the business connected with the use of, and symbolized by, said marks.

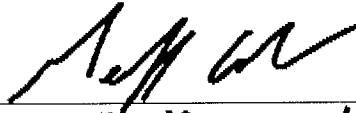
<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
MY YEARBOOK	78582207	March 7, 2005

Keepsake Studio further agrees, for itself, its successors and assigns, to execute such further documents and to perform such further lawful acts as may reasonably be requested by Insider Guides, to effectuate this assignment.

[Signature Page Follows]

Witness my hand and seal this 22 day of October, 2006.

KEEPSAKE STUDIO LLC

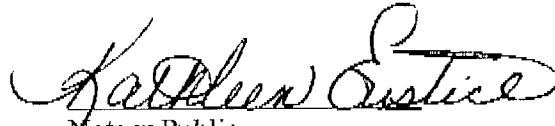


Name: Geoffrey Cook
Title: President

County of Mercer)

On this 22 day of October, 2006, before me, the undersigned notary public, personally appeared Geoffrey Cook, proved to me through satisfactory evidence of identification, which was N.J. Drivers License, to be the person whose name is signed on the preceding document, and acknowledged to me that he signed it voluntarily for its stated purpose.

[affix seal]



Notary Public

My commission expires: _____

KATHLEEN EUSTICE
NOTARY PUBLIC OF NEW JERSEY
My Commission Exp. Mar. 18, 2009