

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
GAEL LOVE		04/16/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BELOVED MEDIA INC.		
Street Address:	P.O. Box 8		
City:	Kings Park		
State/Country:	NEW YORK		
Postal Code:	11754		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77888272	LADY OF THE BIG HOUSE	
CORRESPONDENCE DATA			
Fax Number:	(516)365-9805		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	516/365-9802		
Email:	akaplan@collardroe.com, sbellus@collardroe.com		
Correspondent Name:	AIMEE L. KAPLAN & STEWART J. BELLUS		
Address Line 1:	1077 NORTHERN BLVD.		
Address Line 4:	Roslyn, NEW YORK 11576		
ATTORNEY DOCKET NUMBER:	JT 172089		
NAME OF SUBMITTER:	Aimee L. Kaplan		
Signature:	/alk/		
Date:	04/19/2010		

CH \$40.00 77888272

Total Attachments: 1

source=AR-M550N_20100419_125404#page1.tif

ASSIGNMENT

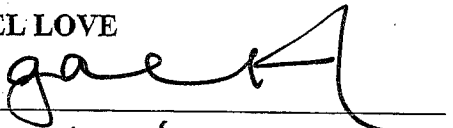
WHEREAS, GAEL LOVE (the "ASSIGNOR"), an individual United States citizen, having an address of P.O. Box 8, Kings Park, New York 11754, owns and uses the trademark LADY OF THE BIG HOUSE MARK ("MARK"), and owns the U.S. Trademark Application Serial No. 77/888,272 ("APPLICATION") for the MARK;

WHEREAS, BELOVED MEDIA INC. (the "ASSIGNEE"), a corporation organized under the laws of New York, having an address of P.O. Box 8, Kings Park, New York 11754, desires to acquire the MARK, the APPLICATION, and past common law causes of action thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title and interest in and to the MARK and the APPLICATION, together with the goodwill of the business connected with the MARK and the APPLICATION, and symbolized by the MARK and the APPLICATION.

ASSIGNOR further assigns to ASSIGNEE the right to sue for past common law causes of action.

GAEL LOVE



Date: 4/16/10

T:\users\pkarellas\APR10\gaellove.assignment.wpd