

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
	Timothy Schneider		06/14/2012
	Entity Type		
	CORPORATION: CALIFORNIA		
RECEIVING PARTY DATA			
Name:	Schneider Publishing Company, Inc.		
Street Address:	11835 W. Olympic Blvd., Suite 1265		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90064		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	2693341	ALL-STAR HOST
CORRESPONDENCE DATA			
Fax Number:	3103944477		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3104510647		
Email:	dancislo@cislo.com,vbinford@cislo.com		
Correspondent Name:	Daniel M. Cislo		
Address Line 1:	1333 2nd Street, Suite 500		
Address Line 4:	Santa Monica, CALIFORNIA 90401		
ATTORNEY DOCKET NUMBER:	08-20603		
NAME OF SUBMITTER:	Daniel M. Cislo, Attorney of Record		
Signature:	/DanielMCislo/		
Date:	06/20/2012		
Total Attachments: 3 source=Fully Executed Trademark Assignment#page1.tif source=Fully Executed Trademark Assignment#page2.tif source=Fully Executed Trademark Assignment#page3.tif			

CH \$40.00 2693341

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Timothy Schneider

- Individual(s)
- Partnership
- Corporation- State: CA
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) June 14, 2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Schneider Publishing Company, Inc.

Street Address: 11835 W. Olympic Blvd. Suite 1265

City: Los Angeles

State: CA

Country: USA Zip: 90064

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship CA
- Other _____ Citizenship _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____ Text _____

B. Trademark Registration No.(s) _____

2,693,341

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ALL-STAR HOST

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Daniel M. Cislo

Internal Address: _____

Street Address: 1333 2nd Street, Suite 500

City: Santa Monica

State: CA Zip: 90401

Phone Number: 310-451-0647

Docket Number: 08-20603

Email Address: dan@cislo.com, vbinford@cislo.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

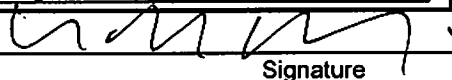
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number 032030

Authorized User Name Daniel M. Cislo

9. Signature:


Signature

6/20/12
Date

D. M. Cislo, Attorney of Record, Reg. No. 32,973

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

WHEREAS, Timothy Schneider, a corporation of California, with a business address of 11835 W. Olympic Blvd., Suite 1265 (hereinafter ASSIGNOR), has developed a business pertaining to the mark ALL-STAR HOST, which is a registered trademark at the United States Patent and Trademark Office assigned Registration No. 2,693,341 (hereinafter the MARK);

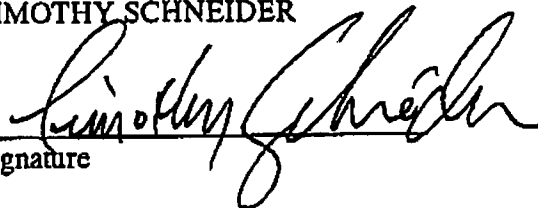
WHEREAS, Schneider Publishing Company, Inc., a corporation of California, with a business address of 11835 W. Olympic Blvd., Suite 1265 (hereinafter ASSIGNEE), and the successor to the ongoing and existing business of ASSIGNOR, or portion thereof, to which the MARK pertains, is desirous of acquiring the MARK, the goodwill and business symbolized thereby, and the aforementioned trademark registration therefore; and

WHEREAS, ASSIGNOR is assigning the MARK in the aforementioned trademark registration to which the MARK pertains, along with good will;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE all right, title, and interest in and to the MARK, the assets of the MARK, the goodwill and business associated therein and the trademark registration of the MARK.

IN WITNESS WHEREOF, the said ASSIGNOR has executed and delivered this instrument this 14th day of June, 2012.

TIMOTHY SCHNEIDER


Signature