

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
Retail Products, LLC		12/03/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Worthy Media, Inc.		
Street Address:	134 Franklin Road, Suite 200		
City:	Brentwood		
State/Country:	TENNESSEE		
Postal Code:	37027		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3834261	ELLIE CLAIRE	
CORRESPONDENCE DATA			
Fax Number:	6152483040		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6152523552		
Email:	mward@babco.com		
Correspondent Name:	Mary C. Ward		
Address Line 1:	1600 Division Street, Suite 700		
Address Line 4:	Nashville, TENNESSEE 37203		
ATTORNEY DOCKET NUMBER:	205484-301001		
NAME OF SUBMITTER:	Mary C. Ward		
Signature:	/Mary C. Ward/		

Date:

12/21/2012

Total Attachments: 3

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (this "Assignment") dated as of December 3, 2012, is executed by RETAIL PRODUCTS, LLC, a Delaware limited liability company ("Assignor"), in favor of WORTHY MEDIA, INC., a Delaware corporation ("Assignee").

RECITALS

A. Pursuant to that Asset Purchase Agreement dated as of the date hereof, by and among Assignor, Assignee, and Guideposts a Church Corporation, a New York corporation, Assignor is selling to Assignee, and Assignee is purchasing from Assignor, certain of Assignor's assets, including, without limitation, the trademark listed on Exhibit A attached hereto, which is registered with the United States Patent and Trademark Office (the "Trademark"), and all related goodwill.

B. Assignor is entering into this Assignment to evidence the conveyance of the Trademark from Assignor to Assignee and intends for this Assignment to be recorded in the United States Patent and Trademark Office.


NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, sells and delivers to Assignee, its successors and assigns, all of Assignor's right, title and interest in and to the Trademark and all goodwill related thereto.

[Signature Page on Following Page]

IN WITNESS WHEREOF, Assignor has executed this Assignment of Trademark effective as of the date first written above.

ASSIGNOR:

RETAIL PRODUCTS, LLC

By: 
Name: Dave Teitler
Title: President

Signature Page to Assignment of Trademark

TRADEMARK
REEL: 004926 FRAME: 0904

EXHIBIT A

Trademark

Description	Name of Registered Owner	USPTO Serial No.	USPTO Registration No.	Date Registered
Ellie Claire	Retail Products, LLC	77/886,363	3,834,261	August 17, 2010

[Exhibit to Copyright Assignment]