

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
	Michael B. Kong		04/19/2013
	Entity Type		
	INDIVIDUAL: UNITED STATES		
RECEIVING PARTY DATA			
Name:	DM Luxury, LLC		
Street Address:	3280 Peachtree Street, Suite 2300		
City:	Atlanta		
State/Country:	GEORGIA		
Postal Code:	30305		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3895915	SCOTTSDALE
CORRESPONDENCE DATA			
Fax Number:	4159831200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	415-983-1274		
Email:	rburlingame@pillsburylaw.com		
Correspondent Name:	Robert B. Burlingame		
Address Line 1:	P.O. Box 2824		
Address Line 2:	Calendar/Docketing Department		
Address Line 4:	San Francisco, CALIFORNIA 94126-2824		
ATTORNEY DOCKET NUMBER:	057240-RBB		
NAME OF SUBMITTER:	Robert B. Burlingame		
Signature:	/Robert B. Burlingame/		
Date:	04/26/2013		
Total Attachments: 1 source=SCOTTSDALE assignment#page1.tif			

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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Michael B. Kong and Scottsdale Magazine, LLC ("Assignor"), a Delaware limited liability company, hereby convey, transfer and assign to DM Luxury, LLC ("Assignee"), a Delaware limited liability company with an address at 3280 Peachtree Street, Suite 2300, Atlanta, Georgia 30305, effective as of the date hereof, all right, title and interest worldwide in and to the trademark SCOTTSDALE MAGAZINE (including U.S. Trademark Registration No. 3,895,915 therefor), and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

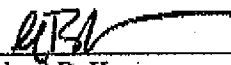
Dated: April 19, 2013

MICHAEL B. KONG



Dated: April 19, 2013

SCOTTSDALE MAGAZINE, LLC

By: 

Michael B. Kong

Title: President