

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | | | |
|---|--|-----------------------|--------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Sahara Publishing, Inc. | | 06/11/2008 | CORPORATION: |
| RECEIVING PARTY DATA | | | |
| Name: | Sahara Media, Inc. | | |
| Street Address: | 75 Franklin Street | | |
| City: | New York | | |
| State/Country: | NEW YORK | | |
| Postal Code: | 10013 | | |
| Entity Type: | CORPORATION: | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 78884971 | HONEY | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (646)224-8086 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Email: | panderson@honeymag.com | | |
| Correspondent Name: | Philmore Anderson IV | | |
| Address Line 1: | 75 Franklin Street | | |
| Address Line 4: | New York, NEW YORK 10013 | | |
| NAME OF SUBMITTER: | Philmore Anderson IV | | |
| Signature: | /pa4/ | | |
| Date: | 06/11/2008 | | |
| Total Attachments: 1 | | | |
| source=No documentation needed for trademark name chage#page1.tif | | | |

OP \$40.00 78884971

No documentation needed for trademark name change