

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Sahara Publishing, Inc.		06/11/2008	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sahara Media, Inc.		
<b>Street Address:</b>	75 Franklin Street		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10013		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78884935	HONEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(646)224-8086		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	panderson@honeymag.com		
<b>Correspondent Name:</b>	Philmore Anderson IV		
<b>Address Line 1:</b>	75 Franklin Street		
<b>Address Line 4:</b>	New York, NEW YORK 10013		
<b>NAME OF SUBMITTER:</b>	Philmore Anderson IV		
<b>Signature:</b>	/pa4/		
<b>Date:</b>	06/11/2008		
<b>Total Attachments: 1</b>			
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No documentation needed for trademark name change