

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|--|-----------------------|
| SUBMISSION TYPE: | | NEW ASSIGNMENT | |
| NATURE OF CONVEYANCE: | | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BNP Media, Inc. | | 03/01/2010 | CORPORATION: MICHIGAN |
| RECEIVING PARTY DATA | | | |
| Name: | BNP Media II, LLC | | |
| Street Address: | 2401 W. Big Beaver | | |
| Internal Address: | Suite 700 | | |
| City: | Troy | | |
| State/Country: | MICHIGAN | | |
| Postal Code: | 48084 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: MICHIGAN | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76699003 | FORGE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (248)203-0763 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 248-203-0700 | | |
| Email: | ipmail@dykema.com | | |
| Correspondent Name: | Jeffrey L. Doyle | | |
| Address Line 1: | 39577 Woodward Ave. | | |
| Address Line 2: | Suite 300 | | |
| Address Line 4: | Bloomfield Hills, MICHIGAN 48304 | | |
| ATTORNEY DOCKET NUMBER: | 063575-0059 | | |
| NAME OF SUBMITTER: | Jeffrey L. Doyle | | |
| Signature: | /jeffrey l. doyle/ | | |

CH \$40.00 76699003

Date:

03/02/2010

Total Attachments: 1

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ASSIGNMENT

WHEREAS, BNP Media, Inc., a Michigan Corporation having an address of 2401 W. Big Beaver, Suite 700, Troy, Michigan 48084 (hereinafter, "Assignor"), is the owner of the trademark FORGE & Design, as well as U.S. Trademark Application Serial No. 76/699,003 corresponding thereto; and

WHEREAS, BNP Media II, LLC, a Michigan Limited Liability Company having an address of 2401 W. Big Beaver, Suite 700, Troy, Michigan 48084 (hereinafter, "Assignee") is desirous of acquiring the entire right, title and interest in and to the aforementioned trademark and the application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

Assignor does hereby sell, assign, and transfer unto Assignee, its successors, legal representatives, heirs and assigns, Assignor's entire right, title and interest in and to any and all rights and privileges regarding the aforementioned trademark and application therefor provided under the laws of the United States, of the individual States thereof, of the common law, and of jurisdictions foreign thereto, and any and all renewals thereof, together with the goodwill associated therewith, and the right to bring suit and collect damages in Assignee's name for past, present, and future infringements thereof.

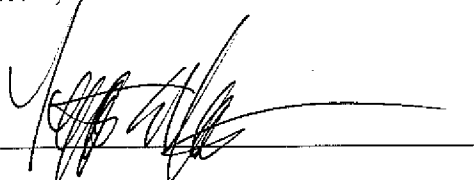
ASSIGNOR:

ASSIGNEE:

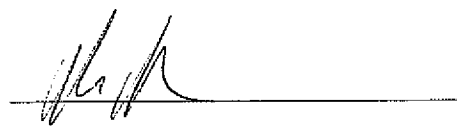
BNP Media, Inc.

BNP Media II, LLC

By: _____



By: _____



Name: Taggart Henderson

Name: Harper Henderson

Title: Co-CEO

Title: Co-CEO

Date: _____

3/1/10

Date: _____

2/26/10

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