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FLAVA WORKS

Word Mark FLAVA WORKS

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 85086562

Filing Date July 16, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Flava Works, Inc. CORPORATION FLORIDA 2610 N. Miami Ave. Miami FLORIDA 33127

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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FLAVA WORKS

Word Mark FLAVA WORKS

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

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Owner (APPLICANT) Flava Works, Inc. CORPORATION FLORIDA 2610 N. Miami Ave. Miami FLORIDA 33127

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Word Mark PAPICOCK.COM

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, a series of pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20031014. FIRST USE IN COMMERCE: 20031014

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.11.25 - Blood vessels, human; Brain, human; Buttocks, human; Human, other parts of the body; Intestines, human; Lungs, human; Nerves, human; Nose, human; Spine, human; Tongue, human

Serial Number 77914926

Filing Date January 19, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Flava Works, Inc. CORPORATION FLORIDA 2610 N. Miami Ave Miami FLORIDA 33127

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PAPI OR .COM" APART FROM THE MARK AS SHOWN

Description of Mark The color(s) yellow and red is/are claimed as a feature of the mark. The mark consists of The mark consists of a stylized drawing of a red penis over which the word PAPICOCK.COM is displayed made up of red letters that have a yellow outline.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE



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PAPICOCK

Word Mark PAPICOCK

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, a series of pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20031014. FIRST USE IN COMMERCE: 20031014

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77910877

Filing Date January 13, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Owner (APPLICANT) Flava Works, Inc. CORPORATION FLORIDA 2610 N. Miami Ave Miami FLORIDA 33127

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PAPI" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

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TARR Status ASSIGN Status TDR TTAB Status (Use the "Back" button of the Internet

Browser to return to TESS)

Word Mark THUGBOY

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, a series of pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20010122. FIRST USE IN COMMERCE: 20010301

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 02.11.07 - Arms; Fingers; Hands; Human hands, fingers, arms

Serial Number 77915525

Filing Date January 20, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition June 1, 2010

Owner (APPLICANT) **Flava Works**, Inc. CORPORATION FLORIDA 2610 N. Miami Ave Miami FLORIDA 33127

Description of Mark The color(s) brown, white and light brown is/are claimed as a feature of the mark. The mark consists of the word "THUGBOY" written in graffiti style letters that are brown with a white outline over a sideways clenched right fist design outlined in black, containing two shades of light brown and a white thumbnail.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE



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THUGBOY

Word Mark THUGBOY

Goods and Services IC 009. US 021 023 026 036 038. G & S: Digital media, namely, a series of pre-recorded CDs, video tapes, laser disks, DVDs, high definition digital disks, downloadable video recordings and streaming video featuring men's lifestyles and adult entertainment. FIRST USE: 20010122. FIRST USE IN COMMERCE: 20010301

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 77919166

Filing Date January 25, 2010

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition June 1, 2010

Owner (APPLICANT) **Flava Works**, Inc. CORPORATION FLORIDA 2610 N. Miami Ave Miami FLORIDA 33127

Type of Mark TRADEMARK

Register PRINCIPAL

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Word Mark FLAVA MEN

Goods and Services IC 016. US 002 005 022 023 029 037 038 050. G & S: Monthly men's entertainment magazine featuring pictures and text. FIRST USE: 20040601. FIRST USE IN COMMERCE: 20040801

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 76609587

Filing Date August 30, 2004

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 20, 2005

Registration Number 3025813

Registration Date December 13, 2005

Owner (REGISTRANT) LUKEBABY PRODUCTIONS, INC. CORPORATION ILLINOIS 40 East Chicago Street, Suite 162 Chicago ILLINOIS 60611

(LAST LISTED OWNER) FLAVA WORKS, INC. CORPORATION FLORIDA 2610 NORTH MIAMI AVE. MIAMI FLORIDA 331274438

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Havona Madama

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "MEN" APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK

Register PRINCIPAL

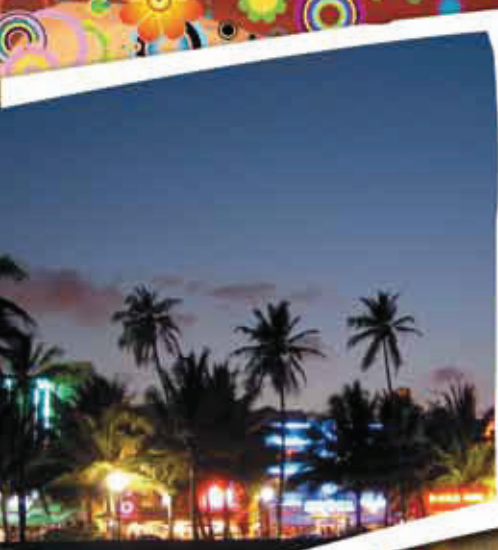
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XHILARATING • XCITING • XTRAORDINARY

SIXX

MEMORIAL DAY WEEKEND • MIAMI FLORIDA • 2011



SPONSORSHIP KIT

Thursday May 26th - Tuesday May 31st

America's Most Celebrated & Anticipated Urban Gay Event

COME SEE WHAT THE FUSS IS ALL ABOUT!™



Founded in 2002, Sizzle Miami is now the nation's most exciting and celebrated gay event during the Memorial Day weekend. For five (5) days beginning on Thursday, May 26th, party seekers from around the world will convene in sunny Miami, Florida celebrating life, pride & liberty.

Why Miami? Well Miami is unlike any other city in the United States. Its a city in the making, unpredictable, everchanging, and simultaneously laid-back. Residents and tourists alike consider Miami a lush, exotic paradise and smorgasbord of style, substance, and flare. Furthermore, Miami has proven to be extremely open and accepting of all cultures, ethnicity and sexual orientations.

Attendees experience the pulsating nightlife and beaches of Miami from dusk til dawn. They swirl around lakes, waterways,

inlets, harbors, marinas and the historic Miami River. Miami is a fragrant spicy bouillabaisse that discover and savor. The Paddle, sail, visit museums, shop i style, rent a convertible, drop the top, clip on sunglasses, be a celebrity and live life Miami-style.

Our friendly residents of south Florida invite you to be a part of Sizzle 2011, the largest African-American and Latino gay event to hit the Southeast coast.

Each year Sizzle Miami partners with local HIV/AIDS agencies. In the United States, the impact of HIV and AIDS in the African-American and Latino communities is devastating. You may know that HIV/ AIDS is the second leading cause of death among adults 25-44.

ATTENDANCE (Men-98%)

Sizzle 2003.....	6,500.....	Peek Night Attendance(Saturday).....	1,500
Sizzle 2004.....	9,000.....	Peek Night Attendance(Saturday).....	2,315
Sizzle 2005.....	10,000.....	Peek Night Attendance(Saturday).....	2,700
Sizzle 2006.....	11,000.....	Peek Night Attendance(Saturday).....	3,300
Sizzle 2007.....	13,000.....	Peek Night Attendance(Saturday).....	4,500
Sizzle 2008.....	15,500.....	Peek Night Attendance(Saturday).....	5,500
Sizzle 2009.....	14,500.....	Peek Night Attendance(Saturday).....	5,100
Sizzle 2010.....	15,000.....	Peek Night Attendance(Saturday).....	5,600

**2011 NATIONAL EVENT
ADVERTISING CAMPAIGN**

NATIONAL TV AD BUYS:

30 second spots on LOGO, BRAVO and BET

NATIONAL PRINT MEDIA BUYS:

Ad Buys in the following National Publications: Clik Magazine, Swerv Magazine, Bleu Magazine, Urban Societies, Black Pride Resource Guide, Damron's Men's Travel Guide
of Ads: 1 Primary Market: Nationwide Distribution

LOCAL PRINT MEDIA BUYS:

Mark's List, Hotspots and Wire Magazine

WEB BLOG SUPPORTERS:

Ads on The Skorpion Show, Love B Scott, Rod2.0, Do Dirty Radio Show, Gyant Unplugged, 3LWTV.com, Drama Dupree, What's the Tea, ADTV.com, Future Forward TV,

NATIONAL PROMOTIONAL PARTNERS:

White Party (Mia), Winter Party (Mia), Inferno DR, Tempted To Touch (Las Vegas), Fire Island Black Out, New York Heritage of Pride, Miami Beach Pride, and more than 20 other promotional partners nationwide.

PAID INTERNET WEB BANNERS:

adam4adam.com, manhunt.com, blackgaychat.com

RADIO:

Radio spots on local South Florida stations and Atlanta's V103 FM

LINEUP OF EVENTS

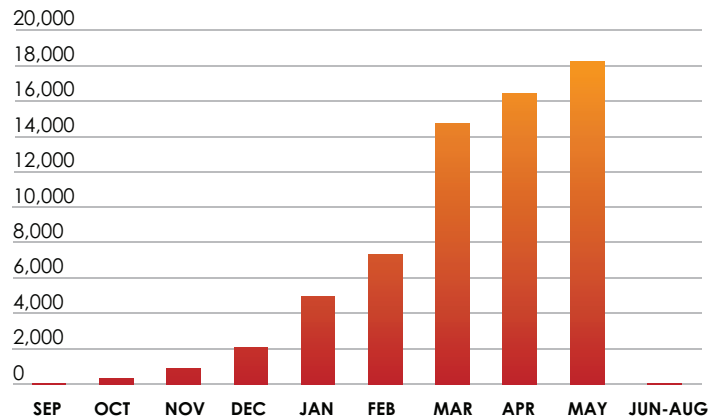
Sizzle features 5 days of hot sexy day and night-time events. There are also day/ evening events and they are:

- Pool party
- Beach party
- Boat party
- Barbeque
- Elegant dinner/ jazz event
- Sizzling night events
- Comedy Show
- Film Series
- HIV Awareness & Prevention

There are 5 night events beginning on Thursday May 26th through Tuesday May 31st at various locations in Miami.

SIZZLEMIAMI.COM TRAFFIC (2009-10):

AVERAGE DAILY TRAFFIC



RECENT SIZZLE SPONSORS AND PARTNERS





2011 SPONSORSHIP LEVELS

	PRESENTING SPONSOR \$30000	PLATINUM SPONSOR \$20000	GOLD SPONSOR \$10000	SILVER SPONSOR \$5000	BRONZE SPONSOR \$2500
Exclusive Event Title Sponsor (i.e. Bank of America presents Sizzle 2011)	X				
Exclusive selected team of individuals to promote your products and/or services at events and host hotel	X				
Exclusive website highlighting your brand product and/or services (i.e. www.sizzlemiami.com/BOA.html)	X				
Major Display and/or Set-up Type of at Outdoor Luau and at host hotel	X				
Fixed internet banner on our official www.sizzlemiami.com website Home & Event Page	X				
Fixed internet banner on our official www.sizzlemiami.com website Event Page	X	X			
Your signage and/or product displayed in the Beach/Luau Party VIP Cabanas.	X	X			
A dedicated e-blast sent by Us to our Sizzle Miami e-mail list	X	X			
The opportunity to conduct an activity or interactive event that showcases Your Product	X	X			
Prominent placement of sponsor logo at all events	X	X			
Sponsorship logo on Sizzle 2011 T-shirts	X	X			
Prominent placement of sponsor logo on all event entrance tickets	X	X			
Host Event In Your Name	X	X	X		
Logo, products, and web link in Sizzle bi-weekly email blasts	X	X	X		
Your promotional items included in bags distributed at luau and at host hotel	X	X	X		
Complimentary Display Table @ Host Hotel	ISLAND	2 TABLES	TABLE	TABLE	
Ad size in official event guide (15,000 copies)	4	2	1 1/2	1	1
Prominent placement of sponsor logo/name on all promotional and printed material	LOGO	LOGO	LOGO	NAME	NAME
VIP passes to all official events	10	6	4	2	1
Event Access With VIP Passes	ALL	ALL	ALL	CLUBS	CLUBS
Recognized as a sponsor along with Sizzle Miami, Inc in all press releases and media announcements	X	X	X	X	X
Your promotional items included on distribution tables at luau AND at host hotel	X	X	X	X	X
Website acknowledgment and hyperlink.	X	X	X	X	X

Media Sponsorships are values at 75% of actual ad placement cost to you.



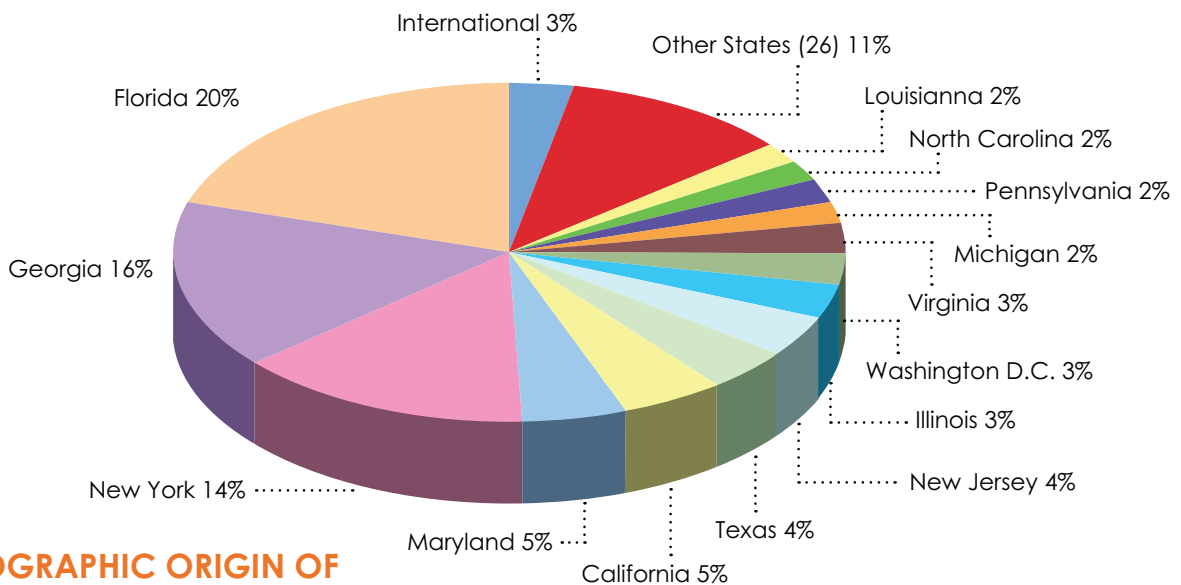
ATTENDEE ECONOMIC/ SOCIAL CHARACTERISTICS

- 90% are frequent travelers
- very socially active (i.e. dining out, theater, movies, clubs, etc)
- average income larger than the national average
- enjoys disposable income
- educated, most with college degrees
- work in professional fields
- socially active and influential
- event loyal (78% attend Sizzle Miami last year)
- buyers of high-ticket items (i.e. automobiles, electronics, real estate)
- beauty/ health and fitness conscious
- fashion conscious/ trendsetters
- BRAND LOYAL



"TOP 10 GAY OUTDOOR EVENT"

-PlanetOut Inc. (Nasdaq: LGBTD - News), the leading media and entertainment company exclusively focused on the gay and lesbian market, list Sizzle Miami among other notable national events such as White Party and Winter Party, as one of the nation's top 10 gay outdoor events.



GEOGRAPHIC ORIGIN OF SIZZLE PARTICIPANTS

NOTE: CHART BASED ON 2010 PARTICIPATION





**PROMINENT SPONSOR
SIGNAGE AVAILABLE:**

Sizzle Miami 2011 Luau
Sizzle Signature day event.

Miami Stage
Sizzle Beach Party on sunny Biscayne Bay.
Live entertainment, food, drinks, music.

Sizzle 2011 Headquarters
Located at the event host hotel visited
by attendees at least two times a day.

Sizzling Nightlife
Five nights of hot action at some South
Florida's sexiest nightclubs.

.....
CONTACT:

Dwight Powell
CEO / Owner
305-938-9612 (telephone)
305-938-9613 (fax)
305-528-7495 (cell)
email: dpowell@sizzlemiami.com
website: www.sizzlemiami.com
address: Platinum Planning Group
dba Sizzle Miami
3301 NE 1st Ave, Suite 1103
Miami, FL 33137-4167