

**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
Equity Marketing, Inc.		09/15/2004	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	EMAK Worldwide, Inc.
Street Address:	6330 San Vicente Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90048
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 24**

Property Type	Number	Word Mark
Serial Number:	78473634	E EQUITY MARKETING
Serial Number:	78473631	E EQUITY MARKETING
Serial Number:	78474439	EQUITY MARKETING
Serial Number:	78474435	EQUITY MARKETING
Serial Number:	78473617	EMAK WORLDWIDE
Serial Number:	78473615	EMAK WORLDWIDE
Serial Number:	78473621	EMAK WORLDWIDE
Serial Number:	78473618	EMAK WORLDWIDE
Serial Number:	78473684	POP ROCKET
Serial Number:	78473679	POP ROCKET
Serial Number:	78473627	POP ROCKET
Serial Number:	78473622	POP ROCKET
Serial Number:	78473655	JOHNSON GROSSFIELD
Serial Number:	78473652	JOHNSON GROSSFIELD
Serial Number:	78473640	JOHNSON GROSSFIELD

CH \$615.00 78473634

Serial Number:	78473638	JOHNSON GROSSFIELD
Serial Number:	78473664	SCI PROMOTION
Serial Number:	78473659	SCI PROMOTION
Serial Number:	78473636	SCI PROMOTION
Serial Number:	78473635	SCI PROMOTION
Serial Number:	78473673	UPSHOT
Serial Number:	78473667	UPSHOT
Serial Number:	78473630	UPSHOT
Serial Number:	78473628	UPSHOT

**CORRESPONDENCE DATA**

Fax Number: (310)975-8475

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (310) 975-7976

Email: ptomaillosangeles@foley.com

Correspondent Name: Miriam Claire Beezy

Address Line 1: 2029 Century Park East

Address Line 2: Suite 3500

Address Line 4: Los Angeles, CALIFORNIA 90067

ATTORNEY DOCKET NUMBER:	044309-0101
-------------------------	-------------

NAME OF SUBMITTER:	Grace E. Kim
--------------------	--------------

Total Attachments: 0
----------------------

**THIS  
PAGE  
INTENTIONALLY  
LEFT  
BLANK**