

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Simmons Lathan Media Group, Inc.		02/02/2005	CORPORATION:
RECEIVING PARTY DATA			
Name:	DJR Holdings, LLC		
Street Address:	512 Seventh Avenue		
Internal Address:	43rd Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10018		
Entity Type:	limited liability company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78353460	RUSSELL SIMMONS PRESENTS DEF ON DEMAND	
CORRESPONDENCE DATA			
Fax Number:	(212)798-6915		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-326-0831		
Email:	tlee@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	410 Park Avenue		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Teresa Lee		
Signature:	/Teresa Lee/		
Date:	02/07/2005		

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Total Attachments: 2

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**TRADEMARK
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ASSIGNMENT OF TRADEMARK

This Agreement (hereinafter the "Agreement") is made and entered into effective February 2nd, 2005 (hereinafter the "Effective Date") by and between Simmons Lathan Media Group, INC., a corporation organized under the laws of the state of California, with an office at 6100 Wilshire Boulevard, Suite 1111, Los Angeles, CA 90027 (hereinafter the "ASSIGNOR") on the one hand, and DJR Holdings, LLC, a limited liability company organized under the laws of the state of New York, with an office at 512 Seventh Avenue, 43rd Floor, New York, NY 10018 (hereinafter the "ASSIGNEE"), on the other hand;

WHEREAS, ASSIGNOR owns the trademark application (hereinafter the "Application") for the mark RUSSELL SIMMONS PRESENTS DEF ON DEMAND *with Design* (hereinafter the "Mark") set forth below (the Mark and the Application are hereinafter collectively referred to as the "Property");

RUSSELL SIMMONS PRESENTS DEF ON DEMAND *with Design*
Application Serial No. 78/353,460, filed on January 17, 2004

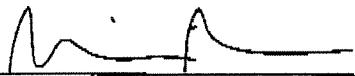
WHEREAS, ASSIGNEE wishes to acquire from ASSIGNOR all of its right, title and interest in, to and under such Property;

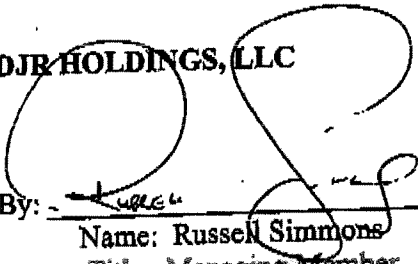
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR hereby assigns, transfers and conveys to ASSIGNEE, its successors, assigns and legal representatives forever, ASSIGNOR's entire right, title and interest throughout the world in and to such Property, together with that part of the goodwill of ASSIGNOR's business connected with the use

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thereof and symbolized thereby, and any and all of ASSIGNOR's other rights, privileges and priorities provided under the United States, state or foreign law with respect to the Property, including without limitation ASSIGNOR's common law rights and rights under the laws of unfair competition (hereinafter the "Transferred Rights"), and any and all of ASSIGNOR's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Mark throughout the world, or other legal protections pertaining to the Transferred Rights.

SIMMONS LATHAN MEDIA GROUP, INC.

By: 
Name: William Griffin
Title: President

DJR HOLDINGS, LLC
By: 
Name: Russell Simmons
Title: Managing Member