

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 |
| TLA Entertainment Group, Inc. | | 02/22/2005 | CORPORATION: PENNSYLVANIA |
| RECEIVING PARTY DATA | | | |
| Name: | Jackrabbit Entertainment, Inc. | | |
| Street Address: | 234 Market Street | | |
| Internal Address: | 5th Floor | | |
| City: | PHILADELPHIA | | |
| State/Country: | PENNSYLVANIA | | |
| Postal Code: | 19106 | | |
| Entity Type: | CORPORATION: PENNSYLVANIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76612104 | MERCURY RELEASING | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (215)701-2171 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 215-665-2771 | | |
| Email: | sschwartz@cozen.com | | |
| Correspondent Name: | Scott B. Schwartz | | |
| Address Line 1: | 1900 MARKET STREET | | |
| Address Line 4: | PHILADELPHIA, PENNSYLVANIA 19103 | | |
| NAME OF SUBMITTER: | Scott B. Schwartz | | |
| Signature: | /Scott B Schwartz/ | | |
| Date: | 03/03/2005 | | |

CH \$40.00 76612104

Total Attachments: 1

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**TRADEMARK
 REEL: 003038 FRAME: 0561**

TRADEMARK ASSIGNMENT


WHEREAS, TLA Entertainment Group, Inc., a Pennsylvania corporation with a place of business at 234 Market Street, 5th Floor, Philadelphia, PA 19106 (“Assignor”) is the owner of the trademark MERCURY RELEASING and the associated U.S. Trademark Application Serial No. 76/612104 (“the Mark”), and

WHEREAS, Jackrabbit Entertainment, Inc., a Pennsylvania corporation with a place of business at 234 Market Street, 5th Floor, Philadelphia, PA 19106 (“Assignee”), is desirous of acquiring the Mark, the good will associated with the Mark, and any and all applications and registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee in perpetuity all right, title, and interest in and to the Mark, all choses in action (including the right to bring suit for past infringement of the Mark), together with the good will of the business symbolized by the Mark, and any applications and registrations thereof.

TLA Entertainment Group, Inc.

Date: February 22, 2005

By: 

Claire Kohler
Title: Chief Operating Officer