

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
Noize Play, Inc.		09/03/2002	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Simple Star, Inc.		
Street Address:	2325 3rd Street, Suite 424		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2785669	EZ DJ	
CORRESPONDENCE DATA			
Fax Number:	(650)324-0638		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(650) 324-7000		
Email:	sv-trademark@hellerehrman.com		
Correspondent Name:	Lisa Greenwald-Swire		
Address Line 1:	275 Middlefield Road		
Address Line 4:	Menlo Park, CALIFORNIA 94025		
NAME OF SUBMITTER:	Lisa Greenwald-Swire		
Signature:	/Lisa Greenwald-Swire/		
Date:	05/31/2005		
Total Attachments: 0			

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