

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	04/08/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JMBP, Inc.		10/13/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Contender Partners, LLC
Street Address:	1000 Flower Street
City:	Glendale
State/Country:	CALIFORNIA
Postal Code:	91021
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	78370878	THE CONTENDER
Serial Number:	78976013	THE CONTENDER
Serial Number:	78976014	THE CONTENDER
Serial Number:	78976015	THE CONTENDER

CORRESPONDENCE DATA

Fax Number: (310)201-5219
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 310 277-7200
 Email: clarkin@seyfarth.com
 Correspondent Name: Christopher C. Larkin
 Address Line 1: SEYFARTH SHAW LLP
 Address Line 2: 2029 Century Park East, Suite 3300
 Address Line 4: Los Angeles, CALIFORNIA 90067-3063

ATTORNEY DOCKET NUMBER:	34445-1005
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CH \$115.00 78370878

NAME OF SUBMITTER:	Christopher C. Larkin
Signature:	/Christopher C. Larkin/
Date:	10/14/2005
Total Attachments: 2 source=Non Pro Tunc Assignment of Trademarks#page1.tif source=Non Pro Tunc Assignment of Trademarks#page2.tif	

NUNC PRO TUNC ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, JMBP, Inc., a California corporation with a business address at 1661 North Lincoln Boulevard, Suite 220, Santa Monica, California 90404 ("Assignor"), owned all right, title, and interest in and to the trademark and service mark "THE CONTENDER" in the United States and the applications for registration of the mark in the United States Patent and Trademark Office set forth in Schedule A attached hereto and incorporated by reference herein; and

WHEREAS, on April 8, 2004, Assignor and DreamWorks Television, L.L.C., a Delaware limited liability company, entered into that certain "Operating Agreement for Contender Partners, LLC" (the "Operating Agreement"); and

WHEREAS, Contender Partners, LLC is a California limited liability company with a business address at 1000 Flower Street, Glendale, California 91021 ("Assignee") and was and is the successor to the portion of Assignor's business to which the marks and applications set forth in Schedule A attached hereto pertain, which portion was and is ongoing and existing; and

WHEREAS, pursuant to the Operating Agreement, Assignor assigned to Assignee the marks and applications set forth in Schedule A attached hereto together with the business to which the marks pertain, which business was and is ongoing and existing;

NOW, THEREFORE, Assignor acknowledges that, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it has heretofore transferred and assigned to Assignee effective as of April 8, 2004, and hereby transfers and assigns to Assignee, all right, title, and interest in and to the marks set forth in Schedule A attached hereto, together with the applications to register such marks, the goodwill of the business associated therewith, and the right to sue in Assignee's own name on any claims for legal and equitable relief for trademark or service mark infringement, unfair competition, or dilution of the assigned marks, that may have accrued to Assignor prior to the effective date of this assignment.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed by its duly authorized officer as shown below.

Dated: October 13, 2005

JMBP, INC.

By: Mick Smith
Its: President

SCHEDULE A

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
THE CONTENDER	78/370,878	February 19, 2004
THE CONTENDER	78/976,013	February 19, 2004
THE CONTENDER	78/976,014	February 19, 2004
THE CONTENDER	78/976,015	February 19, 2004