

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
FREMANTLE MEDIA LIMITED		06/01/2006	LIMITED LIABILITY COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	FREMANTLE MEDIA NORTH AMERICA, INC.		
<b>Street Address:</b>	2700 Colorado Avenue		
<b>Internal Address:</b>	Suite 450		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90404		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78627304	POKER FACE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(310) 312-3750		
<b>Email:</b>	skb@msk.com		
<b>Correspondent Name:</b>	Steve Bevins/Mitchell Silberberg & Knupp		
<b>Address Line 1:</b>	11377 West Olympic Boulevard		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064-1683		
<b>ATTORNEY DOCKET NUMBER:</b>	POKER FACE		
<b>NAME OF SUBMITTER:</b>	Lucy B. Arant		
<b>Signature:</b>	/LBA012362/		

OP \$40.00 78627304

Date:

06/03/2006

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARKS

WHEREAS, FREMANTLEMEDIA LIMITED, a United Kingdom Company having its principal offices at 1 Stephen Street, London W1T 1AL United Kingdom, has intended to use the following mark in commerce acquired by assignment through its predecessor in interest which filed an intent-to-use application, now assigned as set forth below, indicating that intention, but has not yet filed an allegation of use under §§ 1(c) or 1(d) of The Trademark Act, and:

WHEREAS, applicant is assigning the mark set forth below as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. § 1060

TRADEMARK	APPLN. NO.	DATE OF APPLN.
POKER FACE	78/627,304	May 11, 2005

WHEREAS, FREMANTLEMEDIA NORTH AMERICA, INC. a California corporation having its principal offices at 2700 Colorado Avenue, Suite 450, Santa Monica, California 90404 the successor of the ongoing and existing business [or portion thereof] of FREMANTLEMEDIA LIMITED to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, FREMANTLEMEDIA LIMITED does hereby assign to FREMANTLEMEDIA NORTH AMERICA, INC., all right, title and interest in and to the said trademark and application in the United States, together with the goodwill of the business in connection with which said trademark will be used and which is symbolized by said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

Assignor hereby covenants with assignees that it is the lawful owner of the rights in and to the work and of the above described rights relating thereto and that it has good right to sell and transfer the same to assignee.

FREMANTLEMEDIA LIMITED

FREMANTLEMEDIA NORTH AMERICA, INC.

Signed at LONDON, this  
1 day of JUNE, 2006

Signed at Santa Monica, CA, this  
1 day of June, 2006

[Signature]  
Signature

Amanda Chacon  
Signature

SARAH TINGAY  
Name

Amanda Chacon  
Name

DIRECTOR  
Title

Secretary  
Title