

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
25/7 Productions, LLC		08/07/2006	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Reveille LLC		
Street Address:	100 Universal City Plaza		
City:	Universal City		
State/Country:	CALIFORNIA		
Postal Code:	91608		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3074579	THE BIGGEST LOSER	
CORRESPONDENCE DATA			
Fax Number:	(206)682-6031		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	206-622-4900		
Email:	rosiep@seedip.com		
Correspondent Name:	Stephen J. Rosenman		
Address Line 1:	701 5th Avenue		
Address Line 2:	Suite 6300		
Address Line 4:	Seattle, WASHINGTON 98104-7092		
ATTORNEY DOCKET NUMBER:	790093.211		
NAME OF SUBMITTER:	Stephen J. Rosenman		
Signature:	/Stephen J. Rosenman/		

CH \$40.00 3074579

Date:

08/09/2006

Total Attachments: 1

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ASSIGNMENT

WHEREAS, 25/7 Productions, LLC has adopted and used in its business the trademark "THE BIGGEST LOSER," which registered in the United States Patent and Trademark Office under Registration No. 3,074,579 which issued March 28, 2006;

WHEREAS, Reveille LLC, a limited liability company of the State of Delaware having a place of business at 100 Universal City Plaza, Universal City, California 91608, is desirous of acquiring said trademark and ownership of said registration.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, said 25/7 Productions, LLC, by these presents, does sell, assign and transfer unto Reveille LLC the entire right, title and interest in and to said trademark, registration and the goodwill of the business in connection with which said trademark is used and all claims for damages by reason of past infringement of the trademark and registration, and the right to sue for and collect such damages.

25/7 Productions, LLC

8/7/06

Date

[Signature]

Name:

Title:

State of California

County of Los Angeles

Steven B. Reing

On August 7, 2006, before me, Dave Broome personally

appeared Dave Broome, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Signature *Steven B. Reing* (Seal)

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