

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
Genum Corporation		02/13/2007	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	Creative Technology Ltd.		
Street Address:	31 International Business Park		
City:	Creative Resource		
State/Country:	SINGAPORE		
Postal Code:	609921		
Entity Type:	COMPANY: SINGAPORE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78390643	Z-E-N	
CORRESPONDENCE DATA			
Fax Number:	(650)857-0663		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	650 843-5000		
Email:	trademarks@cooley.com		
Correspondent Name:	Gretchen Stroud/Cooley Godward Kronish		
Address Line 1:	Five Palo Alto Square, 4th Floor		
Address Line 2:	3000 El Camino Real		
Address Line 4:	Palo Alto, CALIFORNIA 94306-2155		
DOMESTIC REPRESENTATIVE			
Name:	Gretchen R. Stroud/Cooley Godward Kronis		
Address Line 1:	Five Palo Alto Square, 4th Floor		
Address Line 2:	3000 El Camino Real		
Address Line 4:	Palo Alto, CALIFORNIA 94306-2155		

CH \$40.00 78390643

NAME OF SUBMITTER:	Gretchen R. Stroud, Esq.
Signature:	/Gretchen R. Stroud, Esq./
Date:	03/16/2007
Total Attachments: 2 source=genumassignment#page1.tif source=genumassignment#page2.tif	

ASSIGNMENT OF TRADEMARK
United States of America

KNOW ALL MEN BY THESE PRESENTS, that the undersigned, **Gennum Corporation**, a company incorporated under the laws of Canada, whose head office is at 970 Fraser Drive, Burlington, Ontario, Canada L7L 5P5, ("Assignor"), for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, which was received from **Creative Technology Ltd**, a company incorporated under the laws of Singapore, whose head office is at 31 International Business Park, creative Resource, Singapore, 609921 ("Assignee"), does hereby assign, transfer, deliver and set over to Assignee and Assignee's successors and assigns forever, and Assignee hereby acquires from Assignor, all of Assignor's right, title and interest in and to:

Z-E-N, U.S. Application Serial No. 78/390,643

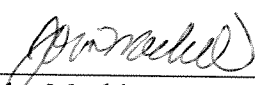
together with all goodwill connected with and symbolized by such trademark, (the "Trademark")

to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors and assigns forever, at common law and/or to the end of the term or terms for which registration of the said Trademark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor had the assignment set forth herein not been made; together with all causes of action and the proceeds thereof in favor of Assignor heretofore accrued or hereafter accruing by reason of past infringement of the Trademark, with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors or assigns.

IN TESTIMONY WHEREOF, Assignor has caused these presents to be executed.

Executed at Burlington, Ontario, this 13th day of February, 2007.

GENNUM CORPORATION

By: 
Name: John Mackie
Title: VP, General Counsel & Corp Sec
(I have authority to bind the Corporation)

UNITED STATES

POWER OF ATTORNEY

Creative Technology Ltd hereby appoints Cooley Godward Kronish LLP, whose mailing address is Five Palo Alto Square, 3000 El Camino Real, Palo Alto, CA 94306-2155, USA as its attorney to prosecute this application to registration, with full power of revocation and substitution to transact all business in the Patent and Trademark Office in connection therewith including the assignment of assets, and to receive the Certificate of Registration, all correspondence to be sent to their address below.

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Creative Technology Ltd hereby appoints Cooley Godward Kronish LLP, whose mailing address is Five Palo Alto Square, 3000 El Camino Real, Palo Alto, CA 94306-2155, USA as its domestic representative on whom may be served notice or process in proceedings affecting the trademark registration, and the mark covered by such registration.

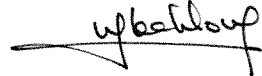
CREATIVE TECHNOLOGY LTD

By: _____

Name (please print)

Title:

(I have authority to bind the Corporation)



NG KEH LONG

CFO