

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
Alto Parc, Inc.		04/16/2007	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Demand Entertainment, Inc.		
Street Address:	1454 Third Street Promenade		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90401		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2991274	ARCADETOWN	
CORRESPONDENCE DATA			
Fax Number:	(212)527-7701		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212.527.7700		
Email:	tmdocket@darbylaw.com		
Correspondent Name:	Laura J. Winston of Darby & Darby P.C.		
Address Line 1:	P.O. Box 5257		
Address Line 4:	New York, NEW YORK 10150-5257		
ATTORNEY DOCKET NUMBER:	20909/3202849-US0		
NAME OF SUBMITTER:	Laura J. Winston		
Signature:	/Laura J. Winston/		
Date:	04/19/2007		

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TRADEMARK
REEL: 003525 FRAME: 0489

TRADEMARK ASSIGNMENT

WHEREAS, **Alto Parc, Inc.**, a corporation organized and existing under and by virtue of the laws of Nevada and having a place of business at 1930 Village Center Cir #3-619 Las Vegas, NV 89144, hereinbelow called "Assignor", owns and has used in its business the following trademark and trademark registration:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
ARCADETOWN	2,991,274	September 6, 2005

; and

WHEREAS, **Demand Entertainment, Inc.**, a corporation organized and existing under and by virtue of the laws of Delaware, and having a place of business at 1454 Third Street Promenade, Santa Monica, California 90401, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, the entire right, title and interest in and to the said trademark and trademark registration and in and to any registrations, renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof.

ALTO PARC, INC.

Dated: 4/16/07

By: Byrl Fisher
Name: [Signature]
Title: President

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