

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	06/01/2007		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CRACKED ENTERTAINMENT, INC.		07/09/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DEMAND ENTERTAINMENT, INC.		
Street Address:	1454 Third Street Promenade		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90403		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	78693032	CRACKED	
Serial Number:	78692590	CRACKED	
Serial Number:	78693021	CRACKED	
Serial Number:	78693017	CRACKED	
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/Darby & Darby P.C.		
Address Line 1:	P.O. Box 770		
Address Line 2:	Church Street Station		
Address Line 4:	New York, NEW YORK 10008-0770		

OP \$115.00 78693032

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TRADEMARK
REEL: 003577 FRAME: 0669

ATTORNEY DOCKET NUMBER:	20909/8202362-000
NAME OF SUBMITTER:	Laura J. Winston
Signature:	/Laura J. Winston/
Date:	07/10/2007
Total Attachments: 1 source=ASSIGNMENT.NUNC.PRO.TUNC-ITU#page1.tif	

TRADEMARK ASSIGNMENT NUNC PRO TUNC

WHEREAS, CRACKED ENTERTAINMENT, INC., a corporation organized and existing under and by virtue of the laws of Delaware and having had a place of business at 35 West 35th Street 6th Floor, New York, New York, 10001 (“Assignor”), has used or intended to use the following trademark (“Assigned Marks”) in commerce and has filed an application for registration indicating these intentions, but has not yet filed allegations of use under Sections 1(c) or 1(d) of the Trademark Act;

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
CRACKED	78/693,032	August 15, 2005
CRACKED	78/692,590	August 15, 2005
CRACKED	78/693,021	August 15, 2005
CRACKED	78/693,017	August 15, 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 90403 (“Assignee”), is the successor of the ongoing and existing business or portion thereof to which the Assigned Marks pertain and is desirous of acquiring the entire, right, title and interest in and to the Assigned Mark as well as any registrations, renewals and extension that may be granted thereon;

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, Assignor did sell, assign and transfer the entire right, title and interest in and to the Assigned Trademark and 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 nunc pro tunc as of June 1, 2007 unto Assignee its successors and assigns.

CRACKED ENTERTAINMENT, INC

Dated: _____, 2007

By: _____

Print Name: Mark Liu
Print Title: COO