

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: 2			
Property Type	Number	Word Mark	
Registration Number:	3191987	CRACKED	
Registration Number:	3192052	CRACKED MAZAGINE	
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		
ATTORNEY DOCKET NUMBER:	20909/8202362-000		
NAME OF SUBMITTER:	Laura J. Winston		

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TRADEMARK
REEL: 003577 FRAME: 0680

Signature:	/Laura J. Winston/
Date:	07/10/2007
Total Attachments: 1 source=ASSIGNMENT.NUNC.PRO.TUNC-REG#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"), owns and has used in its business the following trademarks and trademark registrations:

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
CRACKED	3,191,987	January 2, 2007
CRACKED MAZAGINE	3,192,052	January 2, 2007

; 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, herein below called "Assignee", is desirous of acquiring the entire right, title and interest in and to the said trademarks and trademark registrations 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 did sell, assign, and transfer the said entire right, title and interest in and to the said trademark registrations therefor 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 infringements thereof nunc pro tunc as of June 1, 2007.


CRACKED ENTERTAINMENT, INC

Dated: _____

By: _____

Print Name: Mark Liu

Print Title: COO

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