

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
TV Globo Ltda.		07/05/2007	CORPORATION: BRAZIL
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	The Brazilian Press and Publications, Inc.		
<b>Street Address:</b>	21 West 46th Street, Suite 203		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3080956	BRAZILIAN DAY IN NEW YORK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)226-1995		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212-226-7700		
<b>Email:</b>	ccastro@yeellp.com		
<b>Correspondent Name:</b>	Andrea L. Calvaruso		
<b>Address Line 1:</b>	110 Greene Street, Suite 700		
<b>Address Line 4:</b>	New York, NEW YORK 10012		
<b>ATTORNEY DOCKET NUMBER:</b>	1541		
<b>NAME OF SUBMITTER:</b>	Andrea L. Calvaruso		
<b>Signature:</b>	/Andrea L. Calvaruso/		
<b>Date:</b>	07/12/2007		

OP \$40.00 3080956

Total Attachments: 2

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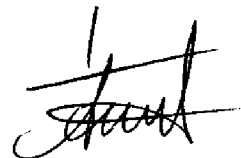
## ASSIGNMENT OF U.S. TRADEMARK

**WHEREAS**, TV Globo Ltda., a Brazilian Corporation having its principal place of business at Rua Lopes Quintas, 393 Rio de Janeiro Brazil 22460 ("Assignor"), is the sole and exclusive owner of the U.S. Trademark Registration No. 3,080,956 ("Registration") for the mark BRAZILIAN DAY IN NEW YORK (the "Mark"); and

**WHEREAS**, The Brazilian Press and Publications, Inc., duly organized and validly existing under the laws of the State of New York, United States of America, with head offices in the City of New York, at 21W 46<sup>th</sup> Street, Suite 203 ("Assignee"), desires to acquire the entire right, title and interest in, to and under said Mark and Registration.

**NOW, THEREFORE**, in exchange for the consideration listed below and other valuable consideration, the parties hereby agree as follows:

1. **Assignment:** For the sum of One Dollar (\$1.00), to it in hand paid by said Assignee, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Assignor does hereby sell, assign, transfer and set over to said Assignee all right, title and interest in, to and under said Mark and registrations, together with the goodwill of the business symbolized by the Mark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by said Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.
  
2. **Release:** For and in consideration of this Assignment, the parties hereby mutually release, acquit and forever discharge each other, their successors, assigns, owners, partners, officers, directors, employees, agents and representatives of and from



any and all claims, rights, demands and causes of action of any kind whatsoever, whether statutory or at common law, which either may have or claim to have against the other arising out of either party's use and registration of the Mark to date.

IN TESTIMONY WHEREOF, Assignor has executed this Assignment by its proper officers thereunto duly authorized.

TV GLOBO LTDA.

a Brazilian corporation

By: 

Name: AMAURI SERGIO SOARES

Title: CEO

Date: JULY 5th 2007

STATE OF New York  
 ) ss  
COUNTY OF New York

Subscribed and sworn to before me this 6th day of July, 2007.

  
Notary Public

My Commission Expires: Oct 26, 2009

FLORIAN SERRAO  
Notary Public, State of New York  
No. 014509000  
Qualified in Queens County  
Cert. Filed in New York County.  
Commission Expires Oct. 26, 2009

