

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--------------------------------------------------------------------------------------|-----------------------|--------------------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Hovelgroup, LLC | | 10/02/2007 | LIMITED LIABILITY COMPANY: MINNESOTA |
| RECEIVING PARTY DATA | | | |
| Name: | Ben Silverman Productions LLC | | |
| Doing Business As: | DBA Reveille 2 | | |
| Street Address: | 100 Universal City Plaza | | |
| Internal Address: | Building 5170 | | |
| City: | Universal City | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 91608 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 76669762 | ADFIGHT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (206)682-6031 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 206-622-4900 | | |
| Email: | rosiep@seedip.com | | |
| Correspondent Name: | Stephen J. Rosenman | | |
| Address Line 1: | 701 5th Avenue | | |
| Address Line 2: | Suite 5400 | | |
| Address Line 4: | Seattle, WASHINGTON 98104 | | |
| ATTORNEY DOCKET NUMBER: | 790093.216 | | |
| NAME OF SUBMITTER: | Stephen J. Rosenman | | |

CH \$40.00 76669762

Signature:

/Stephen J. Rosenman/

Date:

10/03/2007

Total Attachments: 1

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ASSIGNMENT OF RIGHTS

THIS AGREEMENT dated as of 10/2, 2007, is by and between **Hovelgroup, LLC**, a Minnesota Limited Liability Company, (the "**Assignor**") of 5 East St. Albans Road, Hopkins, MN, and **Ben Silverman Productions LLC dba Reveille 2**, a California Limited Liability Company, (the "**Assignee**") of 100 Universal City Plaza, Building 5170, Universal City, California 91608.

WHEREAS, the Assignor has applied for federal trademark registration of the mark **ADFIGHT** (the "**MARK**"), serial number 76669762; and

WHEREAS, the Assignee is desirous of acquiring the **MARK**;

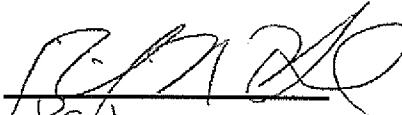
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows:

1. Assignor does hereby assign and quit claim unto the Assignee all of Assignor's right, title and interest in and to the **MARK**, if any, together with the good will of the business symbolized by the **MARK**, if any, and any and all applications, registrations, if any, and filings thereof.
2. Assignor makes no representations or warranties of any kind regarding the **MARK**.

IN WITNESS WHEREOF, the parties have signed this Agreement as of the day first appearing above.

Dated: 10/02/07


ASSIGNOR: Hovelgroup, LLC

By 
Its Partner

AGREED AND ACCEPTED:

Dated: 10/3/07

**ASSIGNEE: Ben Silverman Productions LLC
dba Reveille 2.**

By 
Its EVF, ASST Sec'y