

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playboy Enterprises International, Inc.		02/27/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Andrita Studios, Inc.		
Street Address:	3030 Andrita Street		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90065		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2917974	ANDRITA STUDIOS	
CORRESPONDENCE DATA			
Fax Number:	(917)777-4104		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-735-3000		
Email:	mmcguire@skadden.com		
Correspondent Name:	Skadden, Arps, Slate, Meagher & Flom LLP		
Address Line 1:	Four Times Square		
Address Line 2:	Attn: Andrew Woodard, Esq.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	057930/38		
NAME OF SUBMITTER:	Andrew Woodard		
Signature:	/Andrew Woodard/		

CH \$40.00 2917974

Date:

02/27/2008

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, **Playboy Enterprises International, Inc.**, a corporation duly organized and existing under the laws of the State of Delaware, United States of America ("Assignor"), is the owner of the trademark listed on Schedule A attached hereto and incorporated herein by reference (the "Trademark");

WHEREAS, Andrita Studios, Inc. ("Assignee") is an affiliate of Assignor and is engaged in the field of providing video and film services; and

WHEREAS, Assignor is transferring to Assignee certain assets specifically related to the video and film services that ASI provides, including the Trademark; and

NOW, THEREFORE, in consideration of the foregoing and the covenants and agreements set forth herein, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties, intending to be legally bound hereby, agree as follows:

Assignor does hereby transfer and assign to Assignee all of Assignor's worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business associated therewith and which is symbolized thereby, all of Assignor's rights to sue for infringement of the Trademark, whether arising prior to or subsequent to the date of this assignment of the Trademark, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and/or in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this assignment of the Trademark not been made.

IN WITNESS WHEREOF, ASSIGNOR has caused this instrument to be executed by its duly authorized officer this 27th day of February, 2008.

Playboy Enterprises International, Inc.

By Robert D. Campbell

Name: Robert D. Campbell

Title: SVP, Treasurer

SCHEDULE A

Jurisdiction:	Trademark:	Owner Name:	Reg. No.	Reg. Date
United States	ANDRITA STUDIOS	Playboy Enterprises International, Inc.	2917974	January 11, 2005