

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Violet Sun Enterprises LLC		08/28/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Retail Royalty Company		
Street Address:	101 Convention Center Drive		
City:	Las Vegas		
State/Country:	NEVADA		
Postal Code:	89109		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2548073	7 7 RECORDS	
Registration Number:	2601845	77	
CORRESPONDENCE DATA			
Fax Number:	(404)393-9279		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	404-815-6500		
Email:	abounds@kilpatrickstockton.com		
Correspondent Name:	Andrea R. Bounds		
Address Line 1:	1100 Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30303-4530		
ATTORNEY DOCKET NUMBER:	57289/328098		
NAME OF SUBMITTER:	Andrea R. Bounds		
Signature:	/Andrea R. Bounds/		

OP \$65.00 2548073

Date:


08/28/2008

Total Attachments: 1

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ASSIGNMENT


WHEREAS, Violet Sun Enterprises LLC, a limited liability company organized and existing under the laws of the State of Delaware, located at 2711 Centerville Road, Suite 400, Wilmington, Delaware 19808, United States of America ("**Assignor**"), is the owner of the following trademarks listed in the attached schedule(hereinafter, the "**Trademarks**");

TRADEMARK	SERIAL NO./REGISTRATION NO.
77 RECORDS	2,548,073
77 & Circle Design 	2,601,845

and WHEREAS, Retail Royalty Company, a corporation duly organized and existing under the laws of the State of Nevada, located at 101 Convention Center Drive, Las Vegas Nevada 89109, United States of America ("**Assignee**"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

VIOLET SUN ENTERPRISES LLC

By: 
Name: Neil Belmont Jr
Title: VP