

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
Columbia TriStar Television, Inc.		09/25/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sony Pictures Television Inc.		
Street Address:	10202 W. Washington Blvd.		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3002189	THE DATING GAME	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@cfl.com		
Correspondent Name:	Lynn S. Fruchter		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	13078101;LSF;NP		
NAME OF SUBMITTER:	Lynn S. Fruchter		
Signature:	/Lynn S. Fruchter/		
Date:	09/29/2008		

OP \$40.00 3002189

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

WHEREAS, Columbia TriStar Television, Inc., a California corporation ("Assignor") located at 10202 W. Washington Boulevard, Culver City, California, 90232, has adopted, used, is using and is the owner of the trademark THE DATING GAME, Registration No. 3,002,189, dated September 27, 2005 (the "Mark"); and

WHEREAS, Sony Pictures Television Inc., a Delaware corporation ("Assignee") located at 10202 W. Washington Boulevard, Culver City, California 90232, desires to acquire said Mark;

NOW, THEREFORE, for TEN AND NO/100 DOLLARS (\$10) and other good and valuable consideration, the receipt, sufficiency, and adequacy of which are hereby acknowledged, Assignor does hereby assign to Assignee, its successors and assigns, absolutely and forever, all of its right, title and interest, whether statutory or at common law, in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registration therefor, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in and to the Mark in the Assignee or which may be necessary to obtain, renew, issue or enforce the Mark;

IN WITNESS WHEREOF, Columbia TriStar Television, Inc. has caused this Trademark Assignment to be executed and delivered as of this 25th day of September 2008.

COLUMBIA TRISTAR TELEVISION, INC.

By: _____

Name: GREGORY K. BOONE

Title: EXECUTIVE VICE PRESIDENT &
ASSISTANT SECRETARY