

## 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
Pentagram Design, Inc.		11/04/2008	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	c/o Nigro Karlin Segal & Feldstein, LLP		
Internal Address:	10100 Santa Monica Boulevard, Suite 1300		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3514282	B	
Registration Number:	3532627	BEATS	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	ROBERT A. BECKER		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	BTSP 0705228		
NAME OF SUBMITTER:	Robert A. Becker		
		TRADEMARK	

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Signature:	/anca nicolescu/
Date:	11/13/2008
Total Attachments: 1 source=Executed Assignment to Beats Electronics, LLC (F0378018)#page1.tif	

## ASSIGNMENT

**WHEREAS**, Pentagram Design, Inc., a California corporation located and doing business at 387 Tehama Street, San Francisco, California 94103 ("**Assignor**"), is the owner of the following trademarks (hereinafter, the "**Trademarks**"); and

TRADEMARK	U.S. APP./REG. NO.	Class
B and Design	78/903,136 / 3,514,282	9
BEATS	78/902,543 / N/A	9

**WHEREAS**, Beats Electronics, LLC, a limited liability company organized and existing under the laws of California located and doing business at c/o Nigro Karlin Segal & Feldstein, LLP, 10100 Santa Monica Boulevard, Suite 1300, Los Angeles, California 90067 ("**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 above identified application/registration therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: 11/4/08

**PENTAGRAM DESIGN, INC.**

By: 

Name: KIT HINRICHS

Title: PRINCIPAL