

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
MATTHEW W. BOOTH		11/20/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	THE 101 CORPORATION		
Street Address:	137 North Larchmont		
Internal Address:	Suite 123		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90004		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3333477	ROOM 101	
CORRESPONDENCE DATA			
Fax Number:	(310)231-8311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 312-2000		
Email:	skb@msk.com		
Correspondent Name:	Steven Bevins/Mitchell Silberberg & Knup		
Address Line 1:	11377 West Olympic Boulevard		
Address Line 4:	Los Angeles, CALIFORNIA 90064-1683		
ATTORNEY DOCKET NUMBER:	40767-00002		
NAME OF SUBMITTER:	Lucy B. Arant		
Signature:	/LBA012362/		
Date:	11/25/2008		

OP \$40.00 3333477

Total Attachments: 1
source=room101assig#page1.tif

ASSIGNMENT OF UNITED STATES TRADEMARK

WHEREAS, MATTHEW W. BOOTH, a United States Citizen having its principal offices at c/o Mitchell Silberberg & Knupp LLP, 11377 West Olympic Boulevard, Los Angeles, California 90064-1683, has adopted, used, is using and is the owner of the following trademark now the subject of registration as set forth below in the United States Patent and Trademark Office:

TRADEMARK	REG. NO.	DATE OF REGISTRATION
ROOM 101	3,333,477	November 13, 2007

WHEREAS, THE 101 CORPORATION, a California corporation having its principal offices at 137 North Larchmont Boulevard, Suite 123, Los Angeles, California 90004, is desirous of acquiring any and all rights that MATTHEW W. BOOTH may have in and to the said trademark and the registration therefore, together with the goodwill in connection with which said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past and future infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, MATTHEW W. BOOTH does hereby assign to THE 101 CORPORATION, all right, title and interest in and to the said trademark and registration, together with the goodwill in connection with which the said trademark is used and which is symbolized by the said trademark, along with the right to recover for damages and profits for past and future infringements thereof.

MATTHEW W. BOOTH

THE 101 CORPORATION

Signed at Los Angeles, California
THOMPSON this
22nd day of November 2008

Signed at Los Angeles, California
THOMPSON this
20th day of November 2008

Signature

Signature

MATTHEW W. BOOTH
Name

MATTHEW W. BOOTH
Name

Title

President

Title