

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ATLANTIC RECORDING CORPORATION		11/14/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LAVA TRADEMARK HOLDING COMPANY		
Street Address:	146 CENTRAL PARK WEST		
Internal Address:	#2E		
City:	NEW YORK		
State/Country:	NEW YORK		
Postal Code:	10104		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2084441	LAVA	
CORRESPONDENCE DATA			
Fax Number:	(212)554-0444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-554-0435		
Email:	bgrossberg@gispc.com		
Correspondent Name:	Grubman Indursky & Shire, P.C.		
Address Line 1:	152 West 57th Street		
Address Line 2:	31st Floor		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	2881999		
NAME OF SUBMITTER:	Bruce Grossberg		
Signature:	/s/ Bruce Grossberg		

OP \$40.00 2084441

Date:

01/21/2009

Total Attachments: 2

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ASSIGNMENT

WHEREAS, ATLANTIC RECORDING CORPORATION, a corporation organized and existing under the laws of the State of Delaware, located at 1290 Avenue of the Americas, New York, NY 10104 ("Assignor"), is the owner of the trademark LAVA (the "Trademark") and the following trademark registration for the Trademark (the "Trademark Registration");

TRADEMARK	REGISTRATION NO.
LAVA	2,084,441

and

WHEREAS, LAVA TRADEMARK HOLDING COMPANY, LLC, a limited liability company organized and existing under the laws of the State of New York, located at 146 Central Park West, #2E, New York, NY 10023 ("Assignee"), is desirous of acquiring the Trademark and the Trademark Registration..

NOW, THEREFORE, for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to:

- (i) the Trademark and the Trademark Registration;
- (ii) each other trademark, service mark and trade name, design and logo incorporating the name "LAVA", including, without limitation, "LAVA RECORDS" and "LAVA MUSIC" and all registrations and applications to register such trademarks, service marks, trade names, designs and/or logos that are owned by Assignor or its affiliates (together with the Trademark and the Trademark Registration, the "Lava Mark Properties");
- (iv) together with the goodwill of the business symbolized by the Lava Mark Properties, and with all claims arising out of or relating to the use or ownership of any of the Lava Mark Properties. Assignor shall execute such other documents to confirm the foregoing

assignment as Assignee may reasonably request, and Assignor shall cooperate with Assignee, at Assignee's expense, as may reasonably be required by Assignee to confirm such assignment and/or to protect its rights in any of the Lava Mark Properties.

ATLANTIC RECORDING CORPORATION

By: 

Name: Paul Robman

Title: VP

Date of Signature: 11/14/08