

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Saatchi & Saatchi North America, Inc.		10/17/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fahrenheit 212 LLC		
<b>Street Address:</b>	665 Broadway		
<b>Internal Address:</b>	Level 4		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10012		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: NEW YORK		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2798912	FAHRENHEIT 212	
Registration Number:	3034584	FAHRENHEIT 212°	
Registration Number:	3081825	IDEA LED INNOVATION	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(650)493-6811		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	650-493-9300		
<b>Email:</b>	trademarks@wsgr.com, ckahn@wsgr.com		
<b>Correspondent Name:</b>	WILSON SONSINI GOODRICH & ROSATI		
<b>Address Line 1:</b>	650 Page Mill Road		
<b>Address Line 4:</b>	Palo Alto, CALIFORNIA 94304		
<b>ATTORNEY DOCKET NUMBER:</b>	35246-900		
<b>NAME OF SUBMITTER:</b>	Mark S. Warnick		

CH \$90.00 2798912

Signature:

/Mark S. Warnick/

Date:

01/30/2009

Total Attachments: 1  
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**ASSIGNMENT OF REGISTERED TRADEMARKS**

**WHEREAS**, Saatchi & Saatchi North America, Inc., a Delaware corporation with offices at 375 Hudson Street, New York, New York 10014 ("Assignor"), is the owner of all right, title, and interest in and to the registered service marks, FARENHEIT 212 (U.S. Reg. No. 2798912), FAHRENHEIT 212° (U.S. Reg. No. 3034584), and IDEA LED INNOVATION (U.S. Reg. No. 3081825) (collectively the "Registered Trademarks"), and

**WHEREAS**, Fahrenheit 212 LLC, a Limited Liability Corporation, incorporated in the State of New York with offices at 665 Broadway, Level 4, New York, New York 10012 (hereinafter "Assignee") is desirous of acquiring all rights, title, and interest to the Trademark, the goodwill appurtenant thereto, and the registrations and applications in respect thereof;

**NOW, THEREFORE**, in consideration of the sum of one dollar (\$1.00) and other good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Registered Trademarks together with the goodwill of the business appurtenant thereto and symbolized by said Registered Trademarks.

Assignor hereby irrevocably constitutes and appoints Assignee and its successors, legal representatives and assigns the true and lawful attorneys of Assignor, with full power of substitution, in the name of Assignor or Assignee but on behalf of and for the benefit of Assignee and its successors, legal representatives and assigns, and at the sole expense of Assignee, to institute, prosecute, compromise, defend and settle any and all proceedings at law, in equity or otherwise that and its successors, legal representatives or assigns may deem proper in order to collect, assert or enforce any claim, right or title of any kind in or to any property rights of Assignor in the Registered Trademarks, including the right to sue for past infringement of the Registered Trademarks, and to do all such acts and things in relation thereto and as its successors, legal representatives or assigns, shall deem desirable. Assignor shall fully cooperate with and assist Assignee in such proceedings. Assignor hereby declares that the appointment hereby made and the powers hereby granted are coupled with an interest and are and shall be irrevocable and perpetual and shall not be terminated by any act of Assignor or by operation of law, or by the occurrence of any other event, including, without limitation, the bankruptcy of Assignor, or in any other manner or for any other reason. Assignee shall take sole responsibility for recording this assignment or any other steps required to secure the chain of title.

This instrument is executed by, and shall be binding upon, Assignor, his successors and assigns, for the uses and purposes above set forth and referred to and shall inure to the benefit of Assignee, its successors and assigns.

Signed at New York, New York, this 17<sup>th</sup> day of October, 2008

Saatchi & Saatchi North America, Inc.

By: [Signature]  
Its: VP/Secretary

State of New York            )  
  ) ss.:  
County of New York         )

On this 17 of October, 2008, personally appeared Heidi Young, to me known and known to me to be VP/Secretary of Saatchi & Saatchi North America, Inc., the Assignor above named, and acknowledged that s/he executed the foregoing Assignment of Registered Trademarks on behalf of said Assignor and pursuant to authority duly received.

TERRI KRAVETZ  
Notary Public, State of New York  
No. 4935255  
Qualified in Kings County  
Certificate Filed in New York County  
Commission Expires June 27, 2009

[Signature]  
Notary Public

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