

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
P.E.G. Entertainment Group LLC		04/17/2009	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Pink Elephant Licensing Corporation, Inc.
Street Address:	191 Seventh Avenue
Internal Address:	3E
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 9

Property Type	Number	Word Mark
Serial Number:	77529608	PINK ELEPHANT
Serial Number:	77529626	PINK ELEPHANT
Registration Number:	3116659	PINK ELEPHANT
Registration Number:	3396487	PINK ELEPHANT
Registration Number:	3256211	PINK ELEPHANT
Registration Number:	3256214	PINK ELEPHANT
Registration Number:	3414671	PINK ELEPHANT
Registration Number:	3414673	PINK ELEPHANT
Registration Number:	3256241	PINK ELEPHANT

CORRESPONDENCE DATA

Fax Number: (212)744-6509
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

OP \$240.00 77529608

Phone: 212-472-6262
Email: arlatifi@tuckerlatifi.com
Correspondent Name: Ali R. Latifi
Address Line 1: 160 East 84th Street
Address Line 2: Suite 5E
Address Line 4: New York, NEW YORK 10028

NAME OF SUBMITTER:	Ali R. Latifi
Signature:	/Ali R. Latifi/
Date:	04/17/2009

Total Attachments: 3
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U.S. Trademark Assignment

ASSIGNMENT made this 17th day of April, 2009, by P.E.G. Entertainment Group, LLC, a New York limited liability company with an office and place of business at 281 Country Road 39A, Southampton, New York 11968 ("Assignor").

WHEREAS, Assignor is the owner of and has adopted the trademarks identified on the annexed *Exhibit A* (collectively, "the Marks"); and,

WHEREAS, Pink Elephant Licensing Corporation, Inc., a New York corporation with an office and place of business at 191 Seventh Avenue #3E, New York, New York 10011 ("Assignee") wishes to acquire Assignor's right, title, and interest in and to the Marks together with the goodwill of the business in connection with which the Marks are used; and,

WHEREAS, Assignor wishes to assign the Marks together with the goodwill of the business in connection with which the Mark is used to Assignee.

NOW, THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of it's right, title and interest in and to the Marks together with the goodwill of the business in connection with which said Marks are used including the subject matter of all claims which may be obtained therefrom for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor if this assignment had not been made.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Marks have not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Marks in the United States.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

P.E.G. Entertainment Group, LLC

By: 

Exhibit A

MARKS

REGISTRATION NOS.

PINK ELEPHANT plus logo	3,256,241
PINK ELEPHANT plus logo	3,414,673
PINK ELEPHANT	3,414,671
PINK ELEPHANT	3,256,214
PINK ELEPHANT	3,256,211
PINK ELEPHANT plus logo	3,396,487
PINK ELEPHANT plus logo	3,116,659

MARKS

APPLICATION NOS.

PINK ELEPHANT	77/529,608
PINK ELEPHANT	77/529,626