

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
Viva Vision, Inc.		03/18/2009	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Playboy Enterprises International, Inc.		
Street Address:	680 N. Lake Shore Drive		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77498711	VIP GIRLS	
CORRESPONDENCE DATA			
Fax Number:	(312)266-2042		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 751-8000		
Email:	uspto@playboy.com		
Correspondent Name:	Playboy Enterprises International, Inc.		
Address Line 1:	680 N. Lake Shore Drive		
Address Line 4:	Chicago, ILLINOIS 60611		
NAME OF SUBMITTER:	Michele McCoy		
Signature:	/Michele McCoy/		
Date:	04/28/2009		
Total Attachments: 1			
source=Viva Vision VIP GIRLS App. 77498711#page1.tif			

CH \$40.00 77498711

ASSIGNMENT

WHEREAS, Viva Vision, Inc., a corporation organized and existing under the laws of the State of California, with its principal place of business at Suite 307, 10171 Pacific Mesa Boulevard, San Diego, California, 92121 ("Assignor"), has adopted, owns and is using the Mark VIP GIRLS ("the Mark") in connection with the following goods: computer application software for sharing, publishing, uploading, displaying, viewing and transmitting digital content to wireless devices; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register in the United States Patent and Trademark Office in connection with the above-described services, Application Serial No. 77498711 filed on June 13, 2008; and

WHEREAS, Playboy Enterprises International, Inc. a corporation organized and existing under the laws of the State of Delaware, with its principal place of business at 680 North Lake Shore Drive, Chicago, Illinois, 60611 ("Assignee") desires to acquire the Mark, and the pending application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, and the pending application for registration.

VIVA VISION, INC.

By:

Name:

Title:

Justin Stockton
Justin Stockton
COO + GC

Dated effective as of:

3-18-09