

**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>
Twentieth Century Fox Film Corporation		06/08/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Playboy Enterprises International, Inc.		
<b>Street Address:</b>	680 North Lake Shore Drive		
<b>City:</b>	Chicago		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60611		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77577053	THE GIRLS NEXT DOOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)266-2042		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	312-751-8000		
<b>Email:</b>	uspto@playboy.com		
<b>Correspondent Name:</b>	Playboy Enterprises International, Inc.		
<b>Address Line 1:</b>	680 North Lake Shore Drive		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60611		
<b>NAME OF SUBMITTER:</b>		Michele McCoy	
<b>Signature:</b>		/Michele McCoy/	
<b>Date:</b>		06/15/2009	
Total Attachments: 1			

CH \$40.00 77577053

**900136352**

**TRADEMARK  
 REEL: 004005 FRAME: 0608**



TRADEMARK ASSIGNMENT AGREEMENT

This Assignment, dated as of June 8, 2009, is between TWENTIETH CENTURY FOX FILM CORPORATION, a Delaware corporation with a principal place of business at 10201 West Pico Boulevard, Los Angeles, CA 90035 ("Assignor"), and PLAYBOY ENTERPRISES INTERNATIONAL, INC., a Delaware corporation, with a principal place of business at 680 N. Lake Shore Drive, Chicago, IL 60611 ("Assignee").

WHEREAS, Assignor has adopted and used the trademark THE GIRLS NEXT DOOR in connection with "entertainment services in the nature of a television series in the reality genre" and has applied to register this mark with the United States Patent and Trademark Office as shown by Application Serial No. 77/577053 dated September 23, 2008; (the "Mark"); and

WHEREAS, Assignee wishes to acquire all right title and interest in and to the Mark;

NOW, THEREFORE, in consideration of payment of the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said Mark, together with the goodwill of the business symbolized by said Mark, the above-identified application for the Mark, and all rights of action and claims for past infringements thereof.


ACKNOWLEDGED AND AGREED

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TWENTIETH CENTURY FOX  
FILM CORPORATION

PLAYBOY ENTERPRISES  
INTERNATIONAL INC.

By: 

By: 

Name: Mei-lan Stark

Name: Howard Shapiro

Title: Assistant Secretary

Title: Executive Vice President

Law and Administration  
General Counsel and Secretary