

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	05/07/2009

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Polaroid Corporation		08/11/2009	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	PLR IP Holdings, LLC
Street Address:	4350 Baker Road
Internal Address:	Suite 180
City:	Minnetonka
State/Country:	MINNESOTA
Postal Code:	55343
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 76**

Property Type	Number	Word Mark
Registration Number:	1670771	600 BUSINESS EDITION
Registration Number:	1547841	600 PLUS
Registration Number:	2805701	CLICK INSTANTLY
Registration Number:	2843836	COLOR SHIELD
Registration Number:	0913168	CU-5
Registration Number:	3276069	DIGITAL QUALITY, POLAROID SIMPLICITY
Registration Number:	3541716	GET TO THE FUN FASTER
Registration Number:	1815376	HEALTHCAM
Registration Number:	3151785	IZONE
Registration Number:	2776760	I-ZONE
Registration Number:	3030531	IZONE200
Registration Number:	1772277	JOBPRO

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**TRADEMARK  
 REEL: 004043 FRAME: 0068**

Registration Number:	1851091	KIDCARE
Registration Number:	1934160	LIGHT LOCK
Registration Number:	0968379	MINI PORTRAIT
Registration Number:	1607309	
Registration Number:	0540180	
Registration Number:	2795317	
Registration Number:	2914993	
Registration Number:	2987678	
Registration Number:	2291213	NOTEPAD
Registration Number:	1558679	ONEFILM
Registration Number:	3603299	PHOTOKEEPER
Registration Number:	0732138	POLACOLOR
Registration Number:	0619487	POLAPAN
Registration Number:	0998091	POLAPULSE
Registration Number:	3035847	POLAROID
Registration Number:	0540179	POLAROID
Registration Number:	0607263	POLAROID
Registration Number:	0730072	POLAROID
Registration Number:	0689866	POLAROID
Registration Number:	0737706	POLAROID
Registration Number:	0894087	POLAROID
Registration Number:	0911868	POLAROID
Registration Number:	0908682	POLAROID
Registration Number:	3112549	POLAROID
Registration Number:	3074270	POLAROID
Registration Number:	3021042	POLAROID
Registration Number:	3035848	POLAROID
Registration Number:	2470869	POLAROID
Registration Number:	2374526	POLAROID
Registration Number:	0588350	POLAROID
Registration Number:	0579986	POLAROID
Registration Number:	3059439	POLAROID 1200
Registration Number:	3140186	POLAROID 2 GO
Registration Number:	2919167	POLAROID 2-SECOND DIGITAL PRINTS
Registration Number:	1612048	POLAROID EDUCATION PROGRAM

Registration Number:	1611236	POLAROID EDUCATION PROGRAM TALK
Registration Number:	2751335	POLAROID I-ZONE
Registration Number:	2398255	POLAROID MACRO
Registration Number:	2931999	POLAROID ONE
Registration Number:	3030717	POLAROID PICS
Registration Number:	3463574	POLAROID PIXIE
Registration Number:	3406926	POLAROID SIMPLICITY
Registration Number:	1167287	POLASECURE
Registration Number:	3069129	POWERED BY POLAROID
Registration Number:	2542808	SPECTRA
Registration Number:	0997013	SX-70
Registration Number:	1140142	TIME ZERO
Registration Number:	2474581	WRITE ON
Registration Number:	3061069	XOOR
Registration Number:	3030742	YOUR PICTURES HAPPEN HERE
Serial Number:	77073109	DEFINIA
Serial Number:	77417996	ENJOY INSTANTLY, ANYWHERE.
Serial Number:	77627210	INSTANT MAGIC FOR THE DIGITAL AGE
Serial Number:	78722588	IZONE
Serial Number:	77032869	IZONE
Serial Number:	77469346	LEAVE YOUR MARK
Serial Number:	77208929	
Serial Number:	77345430	
Serial Number:	77247614	ONESTEP
Serial Number:	77368257	P3 PREMIUM PIXEL PANEL
Serial Number:	77413231	POLAROID POGO
Serial Number:	77692065	POLAROID POGO
Serial Number:	78773333	PRO
Serial Number:	77388233	REDEFINING INSTANT PHOTOGRAPHY FOR THE DIGITAL AGE

**CORRESPONDENCE DATA**

Fax Number: (952)294-2785

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 952-936-5532

Email: colleen.sarenpa@polaroid.com

**TRADEMARK**  
**REEL: 004043 FRAME: 0070**

Correspondent Name: PLR Brand Services, LLC  
Address Line 1: 4350 Baker Road  
Address Line 2: Suite 180  
Address Line 4: Minnetonka, MINNESOTA 55343

NAME OF SUBMITTER:	Attorney In Fact
Signature:	/Colleen M. Sarenpa/
Date:	08/12/2009

Total Attachments: 4  
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**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

WHEREAS, Polaroid Corporation, a Delaware corporation ("Assignor"), is the listed owner of the U.S. Trademark Applications and Registrations set forth on the attached Schedule A together with all common law rights therein and the goodwill of the business associated therewith (collectively, the "Marks");

WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Marks to PLR IP Holdings, LLC, a Delaware limited liability company, with a place of business at 4350 Baker Road, Minnetonka, Minnesota 55343 ("Assignee"); and

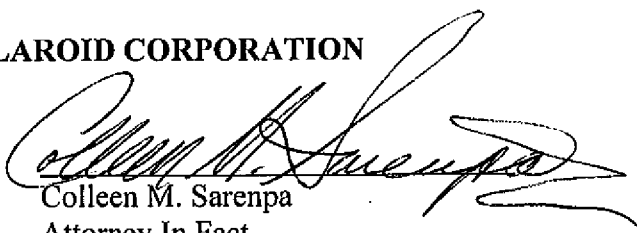
WHEREAS, Assignee, being the successor to that portion of Assignor's business to which the Marks pertain, wishes to acquire all right, title and interest in and to the Marks.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are acknowledged, hereby sells, assigns and transfers to Assignee, Nunc Pro Tunc, effective as of May 7, 2009, all right, title and interest in and to the Marks, including without limitation all common law rights therein and the goodwill of the business associated therewith.

Dated: August 11, 2009

**POLAROID CORPORATION**

By:

  
Colleen M. Sarenpa  
Attorney In Fact

## Schedule A

Trademark	Status	Application No.	Application Date	Registration No.
600 BUSINESS EDITION	Registered	74070574	20-Jun-1990	1670771
600 PLUS	Registered	73756253	06-Oct-1988	1547841
CLICK INSTANTLY	Registered	78051044	02-Mar-2001	2805701
COLOR SHIELD	Registered	78107931	11-Feb-2002	2843836
CU-5	Registered	72341544	23-Oct-1969	0913168
DEFINIA	Allowed	77073109	29-Dec-2006	
DIGITAL QUALITY, POLAROID SIMPLICITY	Registered	78280851	30-Jul-2003	3276069
ENJOY INSTANTLY, ANYWHERE.	Allowed	77417996	10-Mar-2008	
GET TO THE FUN FASTER	Registered	78353889	20-Jan-2004	3541716
HEALTHCAM	Registered	74307649	26-Aug-1992	1815376
INSTANT MAGIC FOR THE DIGITAL AGE	Pending	77627210	05-Dec-2008	
IZONE	Allowed	78722588	28-Sep-2005	
IZONE	Registered	78447615	08-Jul-2004	3151785
I-ZONE	Registered	76975817	22-Mar-2000	2776760
IZONE (STYLIZED)	Allowed	77032869	31-Oct-2006	
IZONE200 (STYLIZED)	Registered	78399385	09-Apr-2004	3030531
JOBPRO	Registered	74219362	06-Nov-1991	1772277
KIDCARE	Registered	74365050	05-Mar-1993	1851091
LEAVE YOUR MARK	Published	77469346	08-May-2008	
LIGHT LOCK	Registered	74499045	10-Mar-1994	1934160
MINI PORTRAIT	Registered	72407241	09-Nov-1971	0968379
MISCELLANEOUS DESIGN (BLANK BORDER)	Allowed	77208929	18-Jun-2007	
MISCELLANEOUS DESIGN (COLOR BARS)	Registered	73832752	20-Oct-1989	1607309
MISCELLANEOUS DESIGN (FREESCAPE ORB)	Allowed	77345430	06-Dec-2007	
MISCELLANEOUS DESIGN (OVERLAPPING CIRCLES)	Registered	71597163	09-May-1950	0540180
MISCELLANEOUS DESIGN (OVERLAPPING CIRCLES)	Registered	76156485	30-Oct-2000	2795317
MISCELLANEOUS DESIGN (OVERLAPPING CIRCLES)	Registered	76977100	30-Oct-2000	2914993
MISCELLANEOUS DESIGN (OVERLAPPING CIRCLES)	Registered	76156484	30-Oct-2000	2987678

NOTEPAD	Registered	75567567	08-Oct-1998	2291213
ONEFILM	Registered	73775111	17-Jan-1989	1558679
ONESTEP	Allowed	77247614	06-Aug-2007	
P3 PREMIUM PIXEL PANEL (& DESIGN)	Allowed	77368257	10-Jan-2008	
PHOTOKEEPER	Registered	77210859	20-Jun-2007	3603299
POLACOLOR	Registered	72119789	11-May-1961	0732138
POLAPAN (STYLIZED)	Registered	71689961	21-Jun-1955	619487
POLAPULSE	Registered	72442080	24-Nov-1972	0998091
POLAROID	Registered	78565275	11-Feb-2005	3035847
POLAROID	Registered	71597162	09-May-1950	0540179
POLAROID	Registered	71631566	21-Jun-1952	0607263
POLAROID	Registered	72117992	17-Apr-1961	0730072
POLAROID	Registered	72064333	15-Dec-1958	689866
POLAROID	Registered	72129522	09-Oct-1961	737706
POLAROID	Registered	72338487	22-Sep-1969	0894087
POLAROID	Registered	72341593	24-Oct-1969	0911868
POLAROID	Registered	72341496	23-Oct-1969	0908682
POLAROID	Registered	78220348	28-Feb-2003	3112549
POLAROID	Registered	78268033	27-Jun-2003	3074270
POLAROID (& 9 PIXEL DESIGN)	Registered	78614705	22-Apr-2005	3021042
POLAROID (& 9 PIXEL DESIGN)	Registered	78565277	11-Feb-2005	3035848
POLAROID (& PIXEL DESIGN)	Registered	75615861	05-Jan-1999	2470869
POLAROID (& PIXEL DESIGN)	Registered	75616549	06-Jan-1999	2374526
POLAROID (STYLIZED 2)	Registered	71648880	16-Jun-1953	0588350
POLAROID (STYLIZED)	Registered	71631569	21-Jun-1952	0579986
POLAROID 1200	Registered	78290985	22-Aug-2003	3059439
POLAROID 2 GO (& DESIGN)	Registered	78500650	15-Oct-2004	3140186
POLAROID 2-SECOND DIGITAL PRINTS (& DESIGN)	Registered	78369065	17-Feb-2004	2919167
POLAROID EDUCATION PROGRAM (& DESIGN)	Registered	74012128	18-Dec-1989	1612048
POLAROID EDUCATION PROGRAM TALK (STYLIZED)	Registered	74011978	18-Dec-1989	1611236
POLAROID I-ZONE (& PIXEL DESIGN)	Registered	78061997	04-May-2001	2751335
POLAROID MACRO	Registered	75347373	26-Aug-1997	2398255
POLAROID ONE	Registered	78975701	12-Aug-2002	2931999
POLAROID PHOTOKEEPER	Allowed	77210908	20-Jun-2007	

POLAROID PICS (& DESIGN)	Registered	78461959	04-Aug-2004	3030717
POLAROID PIXIE	Registered	77163358	23-Apr-2007	3463574
POLAROID POGO	Allowed	77413231	05-Mar-2008	
POLAROID POGO (& DESIGN)	Pending	77692065	16-Mar-2009	
POLAROID SIMPLICITY	Registered	78773447	14-Dec-2005	3406926
POLASECURE	Registered	73262978	20-May-1980	1167287
POWERED BY POLAROID	Registered	78355666	22-Jan-2004	3069129
PRO (& DESIGN)	Allowed	78773333	14-Dec-2005	
REDEFINING INSTANT PHOTOGRAPHY FOR THE DIGITAL AGE	Allowed	77388233	04-Feb-2008	
SPECTRA	Registered	76216349	26-Feb-2001	2542808
STADIA	Allowed	77073120	29-Dec-2006	
SX-70	Registered	72442178	24-Nov-1972	0997013
TIME ZERO	Registered	73213169	26-Apr-1979	1140142
WRITE ON	Registered	75451683	17-Mar-1998	2474581
XOOR	Registered	78373260	24-Feb-2004	3061069
YOUR PICTURES HAPPEN HERE	Registered	78485272	17-Sep-2004	3030742