

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	08/06/2009

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bellon Entertainment Inc.		08/06/2009	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Tokyo Broadcasting System Television, Inc.
Street Address:	5-3-6 Akasaka, Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	107-8006
Entity Type:	CORPORATION: JAPAN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77109933	NINJA WARRIOR

CORRESPONDENCE DATA

Fax Number: (516)869-0991
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 516-869-6422
 Email: legalsiegal@aol.com
 Correspondent Name: Laura B. Siegal
 Address Line 1: 39 Chestnut Road
 Address Line 4: Manhasset, NEW YORK 11030

DOMESTIC REPRESENTATIVE

Name: Liner Grode Stein Yankelevitz Sunshine
 Address Line 1: 1100 Glendon Avenue
 Address Line 2: 14th Floor
 Address Line 4: Los Angeles, CALIFORNIA 90024

TRADEMARK

900141307

REEL: 004048 FRAME: 0455

OP \$40.00 77109933

NAME OF SUBMITTER:	Laura B. Siegal
Signature:	/Laura B. Siegal/
Date:	08/18/2009
Total Attachments: 1 source=NINJA WARRIOR Assignment (Class 9)#page1.tif	

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made this 6th day of August, 2009, by and between Bellon Entertainment Inc., a New York corporation with a place of business at 14 Vanderventer Avenue, Suite L3A, Port Washington, New York, zip code 11050 ("Assignor"), and Tokyo Broadcasting System Television, Inc., a Japanese corporation formerly known as Tokyo Broadcasting System, Inc., and with a place of business at 5-3-6 Akasaka, Minato-ku, Tokyo 107-8006, Japan ("Assignee").

WHEREAS, Assignor has adopted, used, is using and is the owner of the trademark "NINJA WARRIOR," for which an application identified as Serial Number 77/109,933 has been filed with the United States Patent and Trademark Office ("USPTO") at the request, on behalf and inuring to the benefit of Assignee (such trademark, as used with the goods claimed in such application, shall be referred to hereinafter as the "Trademark").

WHEREAS, Assignor has agreed to file a verified statement of use for the Trademark under 15 U.S.C. §1051(d) and to assign the Trademark to Assignee after such statement of use is filed and the USPTO issues a notice of acceptance for such statement of use;

WHEREAS, the USPTO has issued a notice of acceptance for a verified statement of use filed under 15 U.S.C. §1051(d) for the Trademark; and

WHEREAS, Assignor now desires to assign to Assignee, and Assignee desires to accept, all of Assignor's rights, title, and interest in and to the Trademark.

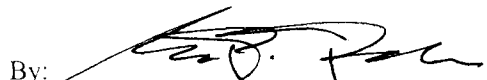
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, grants and conveys to Assignee and its successors, assigns and other legal representatives, for their use and enjoyment, all of Assignor's right, title, and interest throughout the universe and in perpetuity in and to: (i) the Trademark, any common law rights thereto and all goodwill associated with, identified and symbolized by the use thereof; (ii) the exclusive right to conduct business in connection with the Trademark; (iii) all rights to sue, counterclaim and collect damages and payments for claims of past, present and future infringement, dilution, unfair competition or misappropriation thereof; and (iv) all income, royalties, damages, and payments now or hereafter due or payable with respect to the Trademark. Assignee hereby accepts the foregoing assignment, transfer, grant and conveyance.

Assignor agrees to take such actions and to execute, deliver and record such documents, in each instance at Assignee's sole expense for which it shall promptly reimburse Assignor, and as are necessary or desirable to give full effect to the rights of Assignee as set forth herein. Assignor hereby irrevocably makes, constitutes and appoints Assignee to be Assignor's true and lawful attorney-in-fact (coupled with an interest) with full power, for and on behalf of Assignor, to execute, file, record and deliver the aforementioned documents.

This Assignment shall not be recorded unless and until a verified statement of use for the Trademark is filed under 15 U.S.C. §1051(d) and the USPTO issues a notice of acceptance for such statement of use, at which time, but not before, Assignee shall have the right to insert herein the effective date hereof and to record this Assignment with the USPTO pursuant to the foregoing power of attorney (coupled with an interest).

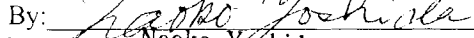
ASSIGNOR:

BELLON ENTERTAINMENT, INC.

By: 
Name: GREGORY P. BELLON
Title: PRESIDENT

ASSIGNEE:

TOKYO BROADCASTING SYSTEM TELEVISION, INC.

By: 
Name: Naoko Yoshida
Title: Director of Program Sales
Content Business Division

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