

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                      |  |
|----------------------------------|--|----------------------|--|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT   |                      |  |
| NATURE OF CONVEYANCE:            | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                      |  |
| <b>CONVEYING PARTY DATA</b>      |  |                      |  |
| Name                             | Formerly   | Execution Date       | Entity Type                              |
| CAIC, LLC                        |  | 09/24/2009           | LIMITED LIABILITY COMPANY: UNITED STATES |
| <b>RECEIVING PARTY DATA</b>      |  |                      |  |
| Name:                            | Creative Artist Agency, LLC  |                      |  |
| Street Address:                  | 2000 Avenue of the Stars   |                      |  |
| City:                            | Los Angeles  |                      |  |
| State/Country:                   | CALIFORNIA   |                      |  |
| Postal Code:                     | 90067  |                      |  |
| Entity Type:                     | LIMITED LIABILITY COMPANY: UNITED STATES   |                      |  |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                      |  |
| Property Type                    | Number   | Word Mark            |  |
| Serial Number:                   | 76456775   | THE CASSANDRA REPORT |  |
| <b>CORRESPONDENCE DATA</b>       |  |                      |  |
| Fax Number:                      | (212)768-6800  |                      |  |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                      |  |
| Phone:                           | 212-768-5367   |                      |  |
| Email:                           | trademarks@sonnenschein.com  |                      |  |
| Correspondent Name:              | Monica B. Richman  |                      |  |
| Address Line 1:                  | P.O. Box #061080   |                      |  |
| Address Line 4:                  | Chicago, ILLINOIS 60606-1080   |                      |  |
| ATTORNEY DOCKET NUMBER:          | 21610260-0006-004  |                      |  |
| NAME OF SUBMITTER:               | Attorney of Record   |                      |  |
| Signature:                       | /monica b. richman/  |                      |  |
| Date:                            | 09/25/2009   |                      |  |

OP \$40.00 76456775

**Total Attachments: 3**

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## TRADEMARK ASSIGNMENT

This Assignment Agreement is by and between CAIC, LLC with a place of business at 9830 Wilshire Boulevard, Beverly Hills, California ("Assignor"), and Creative Artists Agency, LLC, with a place of business at 2000 Avenue of the Stars, Los Angeles, California 90067 ("Assignee").

WHEREAS, Assignor is the owner of certain service marks identified in Exhibit A (the "Trademarks");

WHEREAS, Assignor desires to transfer all rights, title and interest in and to the Trademarks to Assignee;

WHEREAS, Assignee desires to acquire all of Assignor's rights, title and interest in and to the Trademarks;

NOW, THEREFORE, in consideration of the foregoing, Assignor does hereby irrevocably assign to Assignee, its entire worldwide right, title and interest in and to the Trademarks, including all common law rights, and any domestic and international trademark registrations and applications, along with the goodwill of the business symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment and the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this assignment had not been made, as assignee of its entire right, title and interest therein, and the right to sue, counterclaim, and recover for past, present and future infringement of the rights assigned or to be assigned under this Assignment.

Upon Assignee's request, Assignor will promptly take such actions (including, without limitation, the prompt execution and delivery of documents in recordable form or testifying as to any material fact or thing) as may be necessary to vest in and secure unto Assignee the full right, title and interest in and to the Trademarks and to protect and enforce the Trademarks.

Assignor hereby authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any other country empowered to issue trademarks, to record this Assignment, and to issue or transfer all said trademark registrations to the Assignee as owner of all right, title and interest therein, or otherwise as the Assignee may direct, in accordance with the terms of this Assignment.

Assignor represents and warrants that Assignor has the full right to convey the entire right, title and interest herein assigned, that there are no rights, title or interests outstanding inconsistent with the rights, title and interests assigned herein, and the Assignor will not execute any instrument or grant or transfer any rights, title or interests inconsistent with the rights, title and interests assigned herein.


IN WITNESS WHEREOF, this Assignment has been executed by the parties on the day and year written below.


**ASSIGNOR:**

**ASSIGNEE:**

CAIC, LLC

Creative Artists Agency, LLC

By: 

By: 

Name: Michael Rubel

Name: Michael Rubel

Title: General Counsel

Title: General Counsel

Dated: 24th of September, 2009

**EXHIBIT A**

| Mark                       | Application | Registration | Class | Goods   |
|----------------------------|-------------|--------------|-------|---|
| THE<br>CASSANDRA<br>REPORT | 76456775    | 2804326      | 16    | trade journals in marketing, namely, a periodical marketing report on lifestyle and trends directed at a business, marketing and media audience |