

**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>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Leland Felsenthal		11/16/2009	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	publicidentity		
<b>Street Address:</b>	1220 South Boyle Avenue		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90023		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2902632	PUBLICIDENTITY	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)824-9696		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-824-5555		
Email:	docketla@fulpat.com, aharvey@fulpat.com		
Correspondent Name:	Stephen J. Strauss, Esq.		
Address Line 1:	Fulwider Patton LLP		
Address Line 2:	6060 Center Drive, Tenth Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90045		
ATTORNEY DOCKET NUMBER:	FELSE-58557		
NAME OF SUBMITTER:	Stephen J. Strauss		
Signature:	/Stephen J. Strauss/		
Date:	12/31/2009		

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Total Attachments: 1  
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**SERVICE MARK ASSIGNMENT**

WHEREAS, LELAND FELSENTHAL, an individual and citizen of the United States of America, is the owner of the following service mark now registered in the United States Patent and Trademark Office:

MARK	REG. NO.	REGISTERED
PUBLICIDENTITY	2,902,632	November 16, 2004

WHEREAS, PUBLICIDENTITY, a California corporation, having its principal place of business at 1220 South Boyle Avenue, Los Angeles, California 90023 is desirous of acquiring said mark and registration;

NOW THEREFORE, for good and valuable consideration set forth, the receipt of which is hereby acknowledged, LELAND FELSENTHAL hereby assigns to PUBLICIDENTITY. all right, title and interest in and to said service mark and registration thereof, together with the goodwill of the business symbolized by said service mark, effective as of

16 November 2009

Executed this 16 day of November, 2009, at Los Angeles, California.

By:   
Leland Felsenthal  
Applicant

368444.1

CUSTB 63499

RECORDED: 12/31/2009

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REEL: 004122 FRAME: 0924