

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Stefani Germanotta		01/26/2010	Individual: UNITED STATES
RECEIVING PARTY DATA			
Name:	Ate My Heart Inc.		
Street Address:	c/o Jeff Gillman, Gelfand, Rennert and Feldman, L.L.P.		
Internal Address:	1880 Century Park East, Suite 1600		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3695129	LADY GAGA	
Registration Number:	3695038	LADY GAGA	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	anicolescu@fzlz.com		
Correspondent Name:	LAWRENCE E. APOLZON		
Address Line 1:	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
Address Line 2:	866 UNITED NATIONS PLAZA		
Address Line 4:	NEW YORK, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	GAGA 0904517		
NAME OF SUBMITTER:	Lawrence E. Apolzon		

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Signature:	/anca nicolescu/
Date:	01/27/2010
Total Attachments: 1 source=Executed assignment to Ate my heart (F0572180)#page1.tif	

ASSIGNMENT

WHEREAS, Stefani Germanotta , a United States citizen having an address c/o Ziffren, Brittenham, Branca, Fischer, Gilbert-Lurie, Stiffelman, Cook, Johnson, Lande & Wolf LLP, 1801 Century Park West, Los Angeles, CA. 90067 ("Assignor"), is the owner of the following trademarks that are now registered in the United States Patent and Trademark Office (hereinafter, the "Trademarks"):

TRADEMARK	Reg. No.	Class
LADY GAGA	3,695,129	25
LADY GAGA	3,695,038	41

WHEREAS, Ate My Heart Inc., a corporation organized and existing under the laws of California, with its principal offices c/o Jeff Gillman, Gelfand, Rennert and Feldman, L.L.P. , 1880 Century Park East, Suite 1600, Los Angeles, CA 90067 ("Assignee"), is desirous of acquiring the Trademarks; and

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of her right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Stefani Germanotta

Signed: _____

Date: _____

