

**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		02/08/2010	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: 1**

Property Type	Number	Word Mark
Registration Number:	2269574	FURORE

**CORRESPONDENCE DATA**

Fax Number: (952)641-1035  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 952-641-1031  
 Email: polaroiddocketus@ngelaw.com  
 Correspondent Name: Colleen Sarenpa  
 Address Line 1: 4350 Baker Road  
 Address Line 2: Suite 180  
 Address Line 4: Minnetonka, MINNESOTA 55343

NAME OF SUBMITTER:	Colleen M. Sarenpa
Signature:	/Colleen M. Sarenpa/

**900154236**

**TRADEMARK  
 REEL: 004146 FRAME: 0107**

**CH \$40.00 2269574**

Date:

02/08/2010

Total Attachments: 1

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT**

WHEREAS, Polaroid Corporation, a Delaware corporation, (“Assignor”), is the owner in the United States of the U.S. Trademark Registration No. 2,269,574 - FUIRORE together with all common law rights therein, the goodwill of the business associated therewith (collectively, the “Mark”).

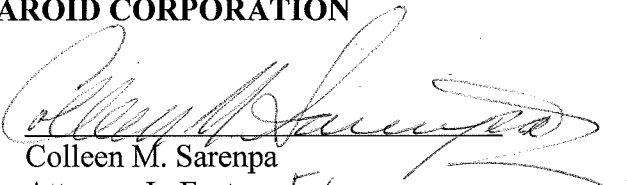
WHEREAS, Assignor is desirous of assigning all right, title and interest in and to the Mark to PLR IP Holdings, LLC, a Delaware limited liability company, with a place of business at 4350 Baker Road, Minnetonka, Minnesota 55343 (“Assignee”).

WHEREAS, Assignee wishes to acquire all right, title and interest in and to the Mark.

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 Mark, together with the goodwill of the business associated therewith.

**POLAROID CORPORATION**

By:

  
Colleen M. Sarenpa  
Attorney In Fact

February 8, 2010

4826-7365-0180, v. 2