

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Scratch Media Productions, LLC		03/04/2010	LIMITED LIABILITY COMPANY: NEW YORK

RECEIVING PARTY DATA

Name:	Scratch Holdings, LLC
Street Address:	434 6th Ave., 2nd FL
City:	New York
State/Country:	NEW YORK
Postal Code:	10011
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK

PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Serial Number:	77381343	SCRATCH & BURN
Serial Number:	77708367	CIMIO
Serial Number:	77688802	MUZEO
Registration Number:	3064081	SCRATCH DJ ACADEMY
Registration Number:	2799499	SCRATCH DJ ACADEMY
Registration Number:	3080102	SCRATCH DJ ACADEMY
Registration Number:	3360118	SCRATCH DJ ACADEMY
Serial Number:	77742955	SCRATCH DJ ACADEMY
Serial Number:	77742970	SCRATCH DJ ACADEMY
Serial Number:	77743025	SCRATCH DJ ACADEMY
Serial Number:	77743015	SCRATCH DJ ACADEMY
Registration Number:	3142529	SCRATCH DJ ACADEMY
Registration Number:	3398855	SCRATCH DJ ACADEMY
Registration Number:	2820752	SCRATCH DJ ACADEMY

CH \$465.00 77381343

900156500

**TRADEMARK
 REEL: 004162 FRAME: 0815**

Registration Number:	3077080	SCRATCH DJ ACADEMY
Registration Number:	2943147	SCRATCH DJ ACADEMY
Registration Number:	3080103	SCRATCH DJ ACADEMY
Registration Number:	3344608	SCRATCH DJ ACADEMY

CORRESPONDENCE DATA

Fax Number: (678)553-2212
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 678-553-2100
Email: atltrademark@gtlaw.com
Correspondent Name: Greenberg Traurig, LLP
Address Line 1: 3290 Northside Parkway, Suite 400
Address Line 4: Atlanta, GEORGIA 30327

ATTORNEY DOCKET NUMBER:	123750.020000
NAME OF SUBMITTER:	Kristen Fancher, Esq.
Signature:	/kristen l fancher/
Date:	03/08/2010

Total Attachments: 4
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source=Change of Name Doc#page4.tif

FILING RECEIPT

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ENTITY NAME: SCRATCH HOLDINGS, LLC

DOCUMENT TYPE: AMENDMENT (DOM LLC)
NAME

COUNTY: NEWY

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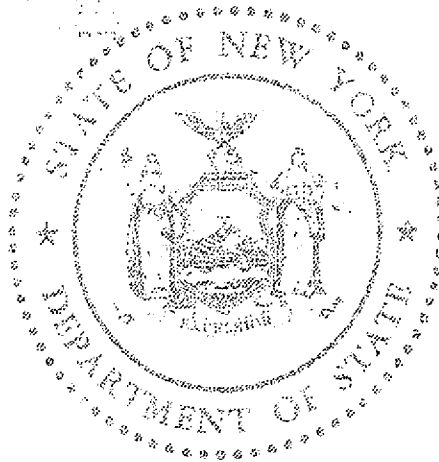
FILED: 03/04/2010 DURATION: ***** CASH#: 100304000204 FILM #: 100304000196

FILER:

GREENBERG TRAUIG, LLP
3290 NORTHSIDE PARKWAY
SUITE 400
ATLANTA, GA 30327

ADDRESS FOR PROCESS:

REGISTERED AGENT:



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SERVICE COMPANY: CAPITOL SERVICES, INC. - 01

SERVICE CODE: 01

FEEES 120.00

FILING 60.00
TAX 0.00
CERT 0.00
COPIES 10.00
HANDLING 50.00

PAYMENTS 120.00

CASH 0.00
CHECK 0.00
CHARGE 0.00
DRAWDOWN 120.00
 OPAL 0.00
REFUND 0.00

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DOS-1025 (04/2007)

STATE OF NEW YORK

DEPARTMENT OF STATE

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.



WITNESS my hand and official seal of the Department of State, at the City of Albany, on March 4, 2010.

A handwritten signature in black ink, appearing to read "Daniel E. Shapiro".

Daniel E. Shapiro
First Deputy Secretary of State

~~DRAWDOWN~~
ACCT. # 01

100304000 196

New York State
Department of State
Division of Corporations, State Records
and Uniform Commercial Code
One Commerce Plaza, 99 Washington Avenue
Albany, NY 12231
www.dos.state.ny.us

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF

Scratch Media Productions LLC
(Insert Name of Domestic Limited Liability Company)
Under Section 211 of the Limited Liability Company Law

FIRST: The name of the limited liability company is:

Scratch Media Productions LLC

If the name of the limited liability company has been changed, the name under which it was organized is: N/A

SECOND: The date of filing of the articles of organization is: September 4, 2001

THIRD: The amendment effected by this certificate of amendment is as follows: (Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph. For example, an amendment changing the name of the limited liability company would read as follows: Paragraph *First* of the Articles of Organization relating to *the limited liability company name* is hereby amended to read as follows: *First: The name of the limited liability company is ... (new name) ...*)

Paragraph *First* of the Articles of Organization relating to
the name of the limited liability company
is hereby amended to read as follows:

"*First: The name of the limited liability company is Scratch Holdings, LLC.*"

X 
(Signature)

Rob Principe
(Type or print name)

Managing Member
(Title of signer)

~~SI-01~~

100304000 (96)

CERTIFICATE OF AMENDMENT
OF
ARTICLES OF ORGANIZATION
OF

Scratch Media Productions LLC
(Insert Name of Domestic Limited Liability Company)
Under Section 211 of the Limited Liability Company Law

Filed by: Greenberg Traurig, LLP
(Name)
3290 Northside Parkway, Suite 400
(Mailing address)
Atlanta, GA 30327
(City, State and Zip code)

NOTE: This form was prepared by the New York State Department of State for filing a certificate of amendment of a domestic limited liability company. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal supply stores. The Department of State recommends that legal documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$60 filing fee made payable to the Department of State.

(For office use only.)

100
STATE OF NEW YORK
DEPARTMENT OF STATE

FILED MAR 04 2010

TAX \$ _____
BY: LMC

CSI-01
DRAW DOWN
ACCOUNT

2010 MAR -4 AM 12:25

FILED

2010 MAR -3 PM 3:03

RECEIVED

201