

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		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>
Guthy-Renker LLC		02/11/2010	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Victoria Principal Productions, Inc.		
<b>Street Address:</b>	1222 16th Avenue South, 3rd Floor		
<b>Internal Address:</b>	c/o Sussman & Associates		
<b>City:</b>	Nashville		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37212		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2967457	MARVELOUS MATTE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)456-4802		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	858-456-4801		
<b>Email:</b>	usdocketing@trademarkgroup.com		
<b>Correspondent Name:</b>	The Trademark Group, APLC		
<b>Address Line 1:</b>	1200 Prospect Street, Suite G-100		
<b>Address Line 4:</b>	La Jolla, CALIFORNIA 92037		
<b>ATTORNEY DOCKET NUMBER:</b>	T11187US0		
<b>NAME OF SUBMITTER:</b>	Marnie Wright Barnhorst, Esq.		
<b>Signature:</b>	/MWB/		

OP \$40.00 2967457

**900156555**

**TRADEMARK  
 REEL: 004163 FRAME: 0379**

Date:

03/08/2010

Total Attachments: 1

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ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, Guthy-Renker LLC ("Assignor"), a Delaware Limited Liability Company, having a place of business at 41-550 Eclectic Street, Suite 200, Palm Desert, CA 92260, is the owner of the trademark MARVELOUS MATTE registered in the United States Patent and Trademark Office on July 12, 2005 and assigned Registration No: 2,967,457;

WHEREAS, Victoria Principal Productions, Inc. ("Assignee"), a California Corporation, having a place of business at c/o Sussman & Associates, 1222 16<sup>th</sup> Avenue South, 3<sup>rd</sup> Floor, Nashville, Tennessee 37212, is desirous of acquiring said registered trademark;

NOW, THEREFOR, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in the United States in and to said trademark together with all common law rights and the goodwill of the business symbolized by said trademark and registration thereof.

Signed at Santa Monica, this 11<sup>th</sup> day of February, 2010.

Guthy-Renker LLC



Dirk van de Bunt  
Executive Vice President & Chief Administrative Officer

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