

**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		02/18/2010	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>	2810860	WHITE VIOLET	
<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>	T10564US0		
<b>NAME OF SUBMITTER:</b>	Marnie Wright Barnhorst, Esq.		
<b>Signature:</b>	/MWB/		

OP \$40.00 2810860

Date:

03/08/2010

Total Attachments: 1

source=2010-02-18 WHITE VIOLET Signed Assignment#page1.tif

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 **WHITE VIOLET** registered in the United States Patent and Trademark Office on **February 3, 2004** and assigned Registration No: 2,810,860;

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 18<sup>th</sup> day of FEBRUARY, 2010.

Guthy-Renker LLC



Dirk van de Bunt

Executive Vice President & Chief Administrative Officer

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