

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
Miramax Film Corp.		04/20/2010	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Fashion Cents LLC		
Street Address:	375 Greenwich Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10013		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3659338	PROJECT RUNWAY	
Registration Number:	3173086	PROJECT RUNWAY	
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:	TAMAR NIV BESSINGER		
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:	FCEN 0907249		
NAME OF SUBMITTER:	Tamar Niv Bessinger		
Signature:	/anca nicolescu/		

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**TRADEMARK
 REEL: 004196 FRAME: 0455**

Date:

04/30/2010

Total Attachments: 1

source=Executed assignment to Fashion Cents LLC (F0619169)#page1.tif

ASSIGNMENT

WHEREAS, Miramax Film Corp., a New York corporation, with an address of 161 Avenue of The Americas, 15th Floor, New York, New York 10013 ("Assignor"), is the owner of the following trademarks (hereinafter, the "Trademarks"):

Trademark	Registration No.
PROJECT RUNWAY	3,173,086
PROJECT RUNWAY	3,659,338

WHEREAS, Fashion Cents LLC, a Delaware limited liability company, located and doing business at 375 Greenwich Avenue, New York, New York 10013 ("Assignee"), is desirous of acquiring said Trademarks;

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

Dated: April 20, 2010

MIRAMAX FILM CORP.

By: 

Name: Marsha L. Reed

Title: Secretary