

**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>
Justin F. Walter		05/05/2010	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reality Rush, LLC		
<b>Street Address:</b>	5068 Franklin Ave		
<b>Internal Address:</b>	Suite 201		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90027		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77753967	REALITY RUSH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(323)962-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	6303466469		
<b>Email:</b>	justin@realityrush.com		
<b>Correspondent Name:</b>	Justin F. Walter		
<b>Address Line 1:</b>	5068 Franklin Ave		
<b>Address Line 2:</b>	Suite 201		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90027		
<b>NAME OF SUBMITTER:</b>	Justin F. Walter		
<b>Signature:</b>	/jw/		
<b>Date:</b>	05/05/2010		

OP \$40.00 77753967

Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 5 day of May, 2010, by and between Justin F. Walter, an individual having a residence at 5068 Franklin Ave, Suite 201, Los Angeles, CA 90027 (hereinafter referred to as "ASSIGNOR"), and Reality Rush, LLC, a Limited Liability Company having a place of business at 5068 Franklin Ave, Suite 201, Los Angeles, CA 90027 (hereinafter referred to as "ASSIGNEE").

WHEREAS, ASSIGNOR has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademark") worldwide;

WHEREAS, ASSIGNOR has acquired goodwill associated with and symbolized by said Trademark and has not abandoned the same;

WHEREAS, ASSIGNOR is the owner of the federal trademark applications relating to the Trademark listed in Schedule B, attached hereto and incorporated herein by reference (hereinafter collectively referred to as "Applications");

WHEREAS, ASSIGNEE is desirous of acquiring all rights, title, and interest in and to the Trademark and Applications worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide; and

WHEREAS, ASSIGNOR is willing to assign to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the Trademark and Applications worldwide and any other registered or unregistered trademarks owned or used by ASSIGNOR or any of its licensees worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns and sells to ASSIGNEE all rights, title, and interest as ASSIGNOR may possess in and to the following:

- (1) the Trademark(s) set forth in Schedule A;
- (2) the Application(s) set forth in Schedule B; and
- (3) any other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees;

together with the goodwill symbolized by said Trademark(s), Application(s), and other registered or unregistered trademarks owned or used anywhere in the world by ASSIGNOR or any of its licensees concurrent with the transfer of certain tangible assets as indicia of said goodwill.

**ASSIGNOR:**

Justin F. Walter

Justin F. Walter  
Signature

Individual

\_\_\_\_\_  
Title

05-05-2010

\_\_\_\_\_  
Date

**ASSIGNEE:**

Reality Rush, LLC

Justin F. Walter  
Signature

Owner

\_\_\_\_\_  
Title

05-05-2010

\_\_\_\_\_  
Date

**SCHEDULES TO TRADEMARK ASSIGNMENT**

**SCHEDULE A**

Mark: REALITY RUSH

**SCHEDULE B**

Federal Trademark Application(s):

<u>MARK</u>	<u>APPL. NO.</u>	<u>FILING DATE</u>	<u>INT. CLASS</u>
REALITY RUSH	77753,967	June 7, 2009	41