

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
UMG Recordings, Inc.		04/30/2010	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Siente Music LLC		
<b>Street Address:</b>	121 Alhambra Plaza, Suite 1400		
<b>Internal Address:</b>	Attn: General Counsel		
<b>City:</b>	Coral Gables		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33134		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FLORIDA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Serial Number:	78837119	SIENTE MUSIC	
Serial Number:	78837118	SIENTE MUSIC	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)865-1791		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-865-1709		
Email:	deanne.ozaki@umusic.com		
Correspondent Name:	DeAnne Ozaki		
Address Line 1:	2220 Colorado Avenue		
Address Line 4:	Santa Monica, CANADA 90404		
ATTORNEY DOCKET NUMBER:	SIENTE ASSIGNMENT		
NAME OF SUBMITTER:	DeAnne Ozaki		
Signature:	/DeAnne Ozaki/		

CH \$65.00 78837119

Date:

05/25/2010

Total Attachments: 2

source=Siente Assignment#page1.tif

source=Siente Assignment#page2.tif

## TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made effective as of April 30, 2010, by UMG RECORDINGS, INC. ("Assignor"), a Delaware corporation, as assignor, in favor of SIENTE MUSIC LLC ("Assignee"), a Florida limited liability company, as assignee, with reference to the following facts and circumstances:

WHEREAS, Assignor owns certain rights in and to the SIENTE MUSIC trademark, and all combinations and variations thereof and all logos associated therewith, together with the trademark applications therefor, including without limitation those trademark applications set forth on Exhibit A attached hereto (collectively, the "Trademarks"); and

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby agrees as follows:

Assignor hereby sells, transfers and assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business associated therewith and all common law and statutory right, title and interest in and to the Trademarks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the date first written above.

"Assignor"

UMG RECORDINGS, INC.

By: \_\_\_\_\_

  
Michael Ostroff

Executive Vice President

EXHIBIT A

**The "Trademarks"**

<u>Mark</u>	<u>Registration No.</u>
SIENTE MUSIC	US Serial No. 78/837,119
SIENTE MUSIC	US Serial No. 78/837,118