

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
American Movie Classics Company LLC		05/21/2010	PARTNERSHIP: NEW YORK
RECEIVING PARTY DATA			
Name:	Lions Gate Television, Inc.		
Street Address:	2700 Colorado Boulevard		
Internal Address:	Suite 200		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3341791	MAD MEN	
CORRESPONDENCE DATA			
Fax Number:	(202)955-5564		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202-663-7271		
Email:	thomas.brooke@hklaw.com, courtland.long@hklaw.com, ptdocketing@hklaw.com		
Correspondent Name:	Thomas W. Brooke		
Address Line 1:	2099 Pennsylvania Avenue, NW		
Address Line 2:	Suite 100		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	072461.00001		
NAME OF SUBMITTER:	Thomas W. Brooke		

OP \$40.00 3341791

900163348

**TRADEMARK
 REEL: 004215 FRAME: 0047**

Signature:	/thomas w. brooke/
Date:	05/28/2010
Total Attachments: 1 source=Trademark Assignment of Mad Men Mark#page1.tif	

TRADEMARK ASSIGNMENT


THIS Trademark Assignment is made effective this date, by and between American Movie Classics Company LLC, a New York partnership, located at 11 Penn Plaza, 15th Floor, New York, New York 10001 (hereinafter "Assignor") and Lions Gate Television, Inc., a Delaware corporation located at 2700 Colorado Boulevard, Suite 200, Santa Monica, California 90404 (hereinafter "Assignee").

WHEREAS, Assignor is owner of U.S. Trademark Registration No. 3341791 **MADMEN** and the good will it represent and all business associated with the mark and

WHEREAS, Assignee desires to acquire by assignment all the registration and the good will of the business associated therewith and symbolized thereby.

NOW THEREFORE, for the sum and value of \$10.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, grants, transfers and otherwise conveys to Assignee, its successors and assigns, as of the effective date of this assignment, its entire right, title and interest in and to the marks and corresponding applications and registrations listed above along with the good will they represent and all business associated with the marks, and the right to sue for past infringements thereof, subject to and without interference with Assignor's rights to use the mark in connection with its rights to exhibit, distribute, promote, advertise and otherwise promote the "Mad Men" series to the full extent permitted under that certain agreement dated March 12, 2007, as heretofore or hereafter amended, supplemented and modified (the "Agreement") between Assignor and Assignee, and, further subject to any limitations or restrictions imposed on Assignee pursuant to the Agreement with respect to its exploitation of the mark during the term of the Agreement.

Assignor: American Movie Classics Company LLC

By: 

(Signature)

Date: 5-21-10

8946954_v1