

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
FirstCall Studio Equipment		01/01/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hertz Equipment Rental Corporation		
Street Address:	225 Brae Boulevard		
City:	Park Ridge		
State/Country:	NEW JERSEY		
Postal Code:	07656		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3533322	1STCALL STUDIO EQUIPMENT	
CORRESPONDENCE DATA			
Fax Number:	(212)382-0888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-382-0700		
Email:	roneill@ostrolenk.com		
Correspondent Name:	Martin J. Beran		
Address Line 1:	1180 Avenue of the Americas		
Address Line 2:	7th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	T/4003-23 V16157		
NAME OF SUBMITTER:	Martin J. Beran		
Signature:	/martin j beran/		
Date:	07/07/2010		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

This Assignment is made effective on the 1st day of July 2010, between FirstCall Studio Equipment, a California corporation, residing at 12458 Gladstone Avenue, Sylmar, California 91342 ("ASSIGNOR"), and Hertz Equipment Rental Corporation, a Delaware corporation, residing at 225 Brae Boulevard, Park Ridge, New Jersey 07656 ("ASSIGNEE").

WHEREAS, ASSIGNOR has adopted and used in the United States the trademarks listed in Appendix A and is the owner of the trademarks as well as federal registrations for those trademarks secured with the United States Patent and Trademark Office (the Trademarks");

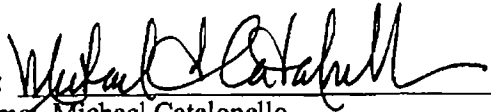
WHEREAS, ASSIGNEE is desirous of acquiring said Trademarks and any and all registrations therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound hereby, ASSIGNOR does hereby assign, sell and transfer to ASSIGNEE, its successors and assigns, all of its right, title, and interest in and to said Trademarks, including all statutory and common law rights, and trademark registrations, together with the goodwill of the business symbolized by and associated with said Trademarks and trademark registrations set forth in Appendix A, including the right to sue for past infringements and to retain any damages obtained as a result of such action.


IN TESTIMONY WHEREOF, ASSIGNOR has executed this Assignment by duly authorized officers or agents.

FIRSTCALL STUDIO EQUIPMENT, INC.

Dated: July 1, 2010

By: 
Name: Michael Catalonello
Title: President and Chief Executive Officer

APPENDIX A

Trademark	Registration Number	Registration Date
RIGHTIGHT	3,681,163	09/08/2009
 The logo for '1st Call Studio Equipment' features the number '1' in a large, bold, italicized font, followed by the word 'Call' in a similar style. Below this, the words 'STUDIO EQUIPMENT' are written in a smaller, bold, sans-serif font inside a rectangular border.	3,533,322	11/18/2008