

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------|
| 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 | | 07/01/2010 | 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: | 3681163 | RIGTIGHT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (212)382-0888 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 2123820700 | | |
| 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/4003-24 V16189 | | |
| NAME OF SUBMITTER: | Martin J. Beran | | |
| Signature: | /martin j beran/ | | |
| Date: | 07/12/2010 | | |

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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");

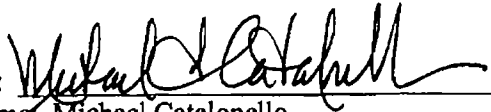
WHEREAS, ASSIGNEE is desirous of acquiring said Trademarks and any and all registrations therefor;

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 font. 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 |