

# TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	10/20/2008		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ANDRE YOUNG		02/26/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BEATS ELECTRONICS, LLC		
Street Address:	2220 COLORADO AVENUE		
City:	SANTA MONICA		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77490869	B	
CORRESPONDENCE DATA			
Fax Number:	(312)980-0728		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	Attn: Patent Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.10T2		
NAME OF SUBMITTER:	Michael G. Kelber		
Signature:	/Michael G. Kelber/		

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REEL: 004241 FRAME: 0766

Date:

07/13/2010

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARKS

**THIS ASSIGNMENT** is entered into, *nunc pro tunc*, effective October 20, 2008, between Andre Young and Jimmy Iovine, both individuals (hereinafter, collectively, "Assignors"), and Beats Electronics, LLC, formerly a California limited liability company that was converted on August 20, 2009 to a Delaware limited liability company (hereinafter "Assignee").

**WHEREAS**, Assignors have adopted, intended to use in their business, filed trademark applications for, and used in their business the following trademarks:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
B Logo Design	US 77/490,869	June 4, 2008
B Logo Design	CA 1407632	August 18, 2008
BEATS	US 77/490,193	June 3, 2008
BEATS	CA 1407637	August 18, 2008

(collectively "Marks");

**WHEREAS**, Assignee is the successor to the business of Assignors, or the portion thereof, to which the Marks pertain, and that business is ongoing and existing and was ongoing and existing as of the effective date of this Agreement, in accordance with 15 USC § 1060;

**WHEREAS**, Assignee has previously acquired certain assets from Assignors, including all right, title and interest in the Marks, together with the goodwill associated with the Marks, and any applications therefor; and

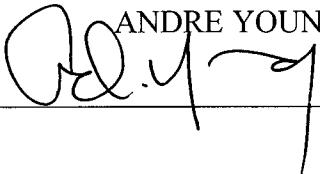
**WHEREAS**, in order to effectuate Assignee's acquisition of Assignors' entire right, title and interest in and to said Marks, together with the goodwill associated with the Marks, and any applications therefor, Assignors are executing this instrument of assignment.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignors do hereby assign, transfer and convey unto Assignee, its successors, assigns, and legal representatives all right, title, and interest in and to the Marks, together with the goodwill associated with the Marks and associated with the business of Assignors, all applications therefor, and all right to sue and recover and retain damages for any past, current, or future infringement thereupon.

**IN WITNESS WHEREOF**, Assignors have executed this Assignment effective as of the 20th day of October, 2008.

Date: February 26, 2010

STATE OF CALIFORNIA )  
 ) SS.  
COUNTY OF LOS ANGELES

  
\_\_\_\_\_  
ANDRE YOUNG ("DR. DRE")

I, CARISA JOY PANGILINAN, a Notary Public and for the County and State aforesaid, do herby certify that ANDRE YOUNG ("DR. DRE"), personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledge that he signed, sealed and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

GIVEN under my hand and official seal this 26<sup>TH</sup> day of FEBRUARY, 2010.



Notary Public

Carisa Joy Pangilinan

My Commission Expires:

JULY 8, 2011

Date: February \_\_, 2010

JIMMY IOVINE

STATE OF \_\_\_\_\_ )  
 ) SS.  
COUNTY OF \_\_\_\_\_ )

I, \_\_\_\_\_, a Notary Public and for the County and State aforesaid, do herby certify that JIMMY IOVINE, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledge that he signed, sealed and delivered the said instrument as his free and voluntary act for the uses and purposes therein set forth.

GIVEN under my hand and official seal this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Notary Public

My Commission Expires:

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