

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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
Jimmy Iovine		07/23/2010	INDIVIDUAL:
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: 2			
Property Type	Number	Word Mark	
Serial Number:	77490869	B	
Serial Number:	77490193	BEATS	
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: Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael G. Kelber		

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TRADEMARK
 REEL: 004248 FRAME: 0616

Signature:	/Michael G. Kelber/
Date:	07/27/2010
Total Attachments: 3 source=Assignment-Jimmylovine#page1.tif source=Assignment-Jimmylovine#page2.tif source=Assignment-Jimmylovine#page3.tif	

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 __, 2010

ANDRE YOUNG ("DR. DRE")

STATE OF _____)
) SS.
COUNTY OF _____)

I, _____, a Notary Public and for the County and State aforesaid, do hereby 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.

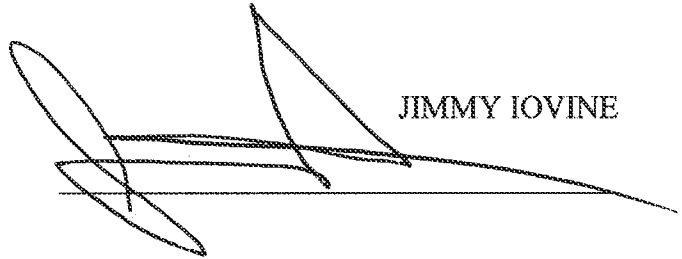
GIVEN under my hand and official seal this _____ day of _____, 2010.

Notary Public

My Commission Expires:

Date: July 23, 2010

STATE OF _____)
) SS.
COUNTY OF _____)



JIMMY IOVINE

I, _____, a Notary Public and for the County and State aforesaid, do hereby 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

see attached

My Commission Expires:

ACKNOWLEDGMENT

Title or Type of Document: Assignment Of Trademarks

for

B Logo Design – US 77/490,869

B Logo Design – CA 1407632

BEATS – US 77/490,193

BEATS – CA 1407637

State of California)

County of Los Angeles)

On July 23rd, 2010 before me, Todd Douglas personally appeared Jimmy Iovine, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature

Todd Douglas (Seal)

