

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                    |  |  |                         |
|------------------------------------|--|--|-------------------------|
| <b>SUBMISSION TYPE:</b>            |  | NEW ASSIGNMENT                               |                         |
| <b>NATURE OF CONVEYANCE:</b>       |  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |                         |
| <b>CONVEYING PARTY DATA</b>        |  |  |                         |
| <b>Name</b>                        | <b>Formerly</b>  | <b>Execution Date</b>                        | <b>Entity Type</b>      |
| Pilgrim Films and Television, Inc. |  | 07/27/2010                                   | CORPORATION: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>        |  |  |                         |
| <b>Name:</b>                       | MRW Holdings, LLC  |  |                         |
| <b>Street Address:</b>             | 8383 Wilshire Blvd., Suite 500   |  |                         |
| <b>City:</b>                       | Beverly Hills  |  |                         |
| <b>State/Country:</b>              | CALIFORNIA   |  |                         |
| <b>Postal Code:</b>                | 90211  |  |                         |
| <b>Entity Type:</b>                | LIMITED LIABILITY COMPANY: DELAWARE  |  |                         |
| <b>PROPERTY NUMBERS Total: 2</b>   |  |  |                         |
| <b>Property Type</b>               | <b>Number</b>  | <b>Word Mark</b>                             |                         |
| <b>Serial Number:</b>              | 77851010   | SOMEBODY'S GOTTA DO IT                       |                         |
| <b>Registration Number:</b>        | 3624665  | BECAUSE SOMEBODY S GOTTA DO IT               |                         |
| <b>CORRESPONDENCE DATA</b>         |  |  |                         |
| <b>Fax Number:</b>                 | (239)254-2942  |  |                         |
|                                    | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                         |
| <b>Phone:</b>                      | 239-254-2905   |  |                         |
| <b>Email:</b>                      | trademarks@hahnlaw.com, jseewald@hahnlaw.com   |  |                         |
| <b>Correspondent Name:</b>         | Jeanne L. Seewald  |  |                         |
| <b>Address Line 1:</b>             | 800 Laurel Oak Drive, Suite 600  |  |                         |
| <b>Address Line 4:</b>             | Naples, FLORIDA 34108  |  |                         |
| <b>NAME OF SUBMITTER:</b>          | Jeanne L. Seewald  |  |                         |
| <b>Signature:</b>                  | /jls/  |  |                         |
| <b>Date:</b>                       | 07/28/2010   |  |                         |
| Total Attachments: 1               |  |  |                         |

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**TRADEMARK  
 REEL: 004249 FRAME: 0132**



## ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK ("Assignment"), effective as of the date executed below, is entered into by and between Pilgrim Films and Television, Inc., a California corporation ("Assignor"), and MRW Holdings, LLC, a Delaware limited liability company ("Assignee") (hereinafter referred to together as the "Parties" or, individually, as a "Party").

1.0 Assignor is the lawful owner of the following trademarks (hereinafter referred to together as the "Trademarks"):

- (1) BECAUSE SOMEBODY'S GOTTA DO IT  
Federal Trademark Registration No. 3624665
- (2) SOMEBODY'S GOTTA DO IT  
Federal Trademark Serial No. 77851010

2.0 The Assignor does hereby irrevocably sell, grant, convey, transfer, and assign to the Assignee, its successors and assigns, all of the Assignor's rights, title and interest in the United States and the world including, without limitation, all federal, state, foreign, statutory and common law rights and all intellectual property rights, in and to the Trademarks, the related trademark registration and application, all extensions and renewals of such trademark registration and application, and all goodwill associated with the Trademarks. The Assignor further assigns to the Assignee all rights to renewals and extensions for any such trademark registration and application.

3.0 The Assignor and the Assignee represent that they have full corporate authority and the necessary corporate approval to enter into and to perform this Assignment in accordance with its terms, and they agree that the terms and provisions of this Assignment shall apply to all their affiliates, parents, subsidiaries, divisions, successors, and assigns.

IN WITNESS WHEREOF, the undersigned do hereby execute this Assignment on this 27<sup>th</sup> day of July, 2010.

PILGRIM FILMS & TELEVISION, INC.  
a California corporation ("Assignor")

By: \_\_\_\_\_  
Name: Jerry Pilgrim  
Title: CEO

MRW HOLDINGS, LLC  
a Delaware limited liability company ("Assignee")

By: \_\_\_\_\_  
Name: Laura D. Maggio  
Title: Secretary