

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
Modern Amusement, Inc.		06/29/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Equitable Transitions, Inc.		
Street Address:	444 West Ocean Blvd, Suite 1400		
City:	Long Beach		
State/Country:	CALIFORNIA		
Postal Code:	90802		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3020773		
Registration Number:	3651610		
Registration Number:	3640099	MODERN AMUSEMENT	
Registration Number:	1940153	MODERN AMUSEMENT	
Registration Number:	2168012	MODERN AMUSEMENT	
CORRESPONDENCE DATA			
Fax Number:	(714)755-8290		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714-540-1235		
Email:	ipdocket@lw.com		
Correspondent Name:	Latham & Watkins, c/o Deborah Gubernick		
Address Line 1:	650 Town Center Dr, 20th floor		
Address Line 2:	(028392-0002)		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	(028392-0002)		

OP \$140.00 3020773

900168057

**TRADEMARK
 REEL: 004249 FRAME: 0767**

NAME OF SUBMITTER:	Adam Kummins
Signature:	/Adam Kummins/
Date:	07/28/2010
Total Attachments: 5 source=assignment 1#page1.tif source=assignment 1#page2.tif source=assignment 1#page3.tif source=assignment 1#page4.tif source=assignment 1#page5.tif	

TRADEMARK ASSIGNMENT AND CONVEYANCE AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is effective as of June 29, 2010 by and between Modern Amusement, Inc., a California corporation whose primary address is 2016 Broadway, Santa Monica, CA 90404 ("Assignor"), and Equitable Transitions, Inc., a California corporation whose primary address is 444 West Ocean Blvd, Suite 1400, Long Beach, CA 90802 ("Assignee").

WHEREAS, Assignor has adopted, and is, to the best of its knowledge and belief, the owner of the trademarks identified in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the "Trademarks");

WHEREAS, Assignor has acquired goodwill in the business associated with and symbolized by the Trademarks and has not abandoned same;

WHEREAS, Assignor is, to the best of its knowledge and belief, the owner of the copyrights identified in Schedule B, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all causes of action and the right to recover for past infringement (the "Copyrights");

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Copyrights and Trademarks owned by Assignor worldwide; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Copyrights and Trademarks worldwide;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the Copyrights and Trademarks worldwide, together with the business and goodwill symbolized by said Trademarks.

signature page follows

IN WITNESS WHEREOF, the parties have duly executed and delivered this Assignment as of the date first written above.

ASSIGNOR

Modern Amusement, Inc.

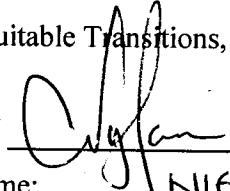
By: _____


Massimo Giannini, President

ASSIGNEE

Equitable Transitions, Inc.

By: _____


Name: NIGEL HAMER

Title: PRESIDENT

Schedule A: Trademarks

Country	Trademark	Owner	App. No. App. Date	Reg. No. Reg. Date
Argentina	CROW Design	Modern Amusement, Inc.	2363264 01/07/02	191281 02/10/05
Argentina	MODERN AMUSEMENT	Modern Amusement, Inc.	2363263 01/07/02	191280 02/10/05
Australia	CROW Design	Modern Amusement, Inc.	1182648 06/20/07	1182648 05/11/07
Australia	CROW Design	Modern Amusement, Inc.	878743 06/08/01	878743 02/07/02
Australia	MODERN AMUSEMENT	Modern Amusement, Inc.	878742 06/08/01	878742 05/06/03
Brazil	CROW Design	Modern Amusement, Inc.	823594432 07/18/01	823594432 03/11/08
Brazil	MODERN AMUSEMENT	Modern Amusement, Inc.	823594440 07/18/01	823594440 03/11/08
Canada	CROW Design	Modern Amusement, Inc.	1105735 06/08/01	TMA614515 07/09/04
Canada	MODERN AMUSEMENT	Modern Amusement, Inc.	1105736 06/08/01	TMA614592 07/12/04
Denmark	CROW Design	Modern Amusement, Inc.	VA200702453 06/20/07	VR200702690 07/27/07
EU	CROW Design	Modern Amusement, Inc.	6049894 08/08/07	6049894 06/26/08
EU	MODERN AMUSEMENT & CROW Design	Modern Amusement, Inc.	303313 07/03/96	303313 09/24/98
Finland	CROW Design	Modern Amusement, Inc.	T200702019 06/21/07	240756 11/15/07
Iceland	CROW Design	Modern Amusement, Inc.	1991/2007 06/20/07	1028/2007 09/05/07
Mexico	CROW Design	Modern Amusement, Inc.	546301 05/08/02	752903 06/27/02
Mexico	MODERN AMUSEMENT	Modern Amusement, Inc.	644719 07/14/99	644719 07/14/99
Norway	CROW Design	Modern Amusement, Inc.	200707225 06/20/07	242307 11/15/07
Panama	Crow Design	Modern Amusement, Inc.	172996 07/17/08	172996 07/17/08

Country	Trademark	Owner	App. No. App. Date	Reg. No. Reg. Date
Panama	Crow Design	Modern Amusement, Inc.	172994 07/17/08	172994 07/17/08
Panama	MODERN AMUSEMENT	Modern Amusement, Inc.	172997 07/17/08	172997 02/11/09
Panama	MODERN AMUSEMENT	Modern Amusement, Inc.	172999 07/17/08	172999 02/11/09
Sweden	CROW Design	Modern Amusement, Inc.	2007/05591 06/21/07	392296 11/09/07
Turkey	CROW Design	Modern Amusement, Inc.	2008/41993 07/15/08	200841993 08/18/09
Turkey	MODERN AMUSEMENT	Modern Amusement, Inc.	2008/41994 07/15/08	2008 41994 08/19/09
US	Crow Design	Modern Amusement, Inc.	78/497993 10/11/04	3020773 11/29/05
US	Crow Design	Modern Amusement, Inc.	77/069360 12/21/06	3651610 07/07/09
US	MODERN AMUSEMENT	Modern Amusement, Inc.	77/067563 12/19/06	3640099 06/16/09
US	MODERN AMUSEMENT	Modern Amusement, Inc.	74/240843 01/28/92	1940153 12/05/95
US	MODERN AMUSEMENT & CROW Design	Modern Amusement, Inc.	75/057151 02/13/96	2168012 06/23/98
Venezuela	CROW Design	Modern Amusement, Inc.	2001-019285 10/25/01	P255303 11/01/04
Venezuela	MODERN AMUSEMENT	Modern Amusement, Inc.	2001-019287 10/25/01	P-242766 11/11/02

OC\1069887.1

Schedule B: Copyrights

Country	Title	Reg. No. Reg. Date
US	CROW Design	VA 820711 11/13/96
US	MODERN AMUSEMENT & CROW Design	VA 827616 11/13/96

OC\1069887.1