

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Far Cliffs Multimedia, LLC		07/14/2010	LIMITED LIABILITY COMPANY: UTAH
RECEIVING PARTY DATA			
Name:	Progrexion Holdings LLC		
Street Address:	330 N. Cutler Dr.		
City:	North Salt Lake City		
State/Country:	UTAH		
Postal Code:	84054		
Entity Type:	LIMITED LIABILITY COMPANY: UTAH		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3271824	LEXINGTON LAW	
Registration Number:	3404527	SCOREBOOST	
CORRESPONDENCE DATA			
Fax Number:	(213)627-0705		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	213.683.5698		
Email:	MinetteTayco@paulhastings.com		
Correspondent Name:	Minette M. Tayco		
Address Line 1:	515 S. Flower St., 25th Floor		
Address Line 2:	Paul, Hastings, Janofsky & Walker LLP		
Address Line 4:	Los Angeles, CALIFORNIA 90071		
ATTORNEY DOCKET NUMBER:	HIG/PROGREXION		
NAME OF SUBMITTER:	Minette M. Tayco		
Signature:	/Minette M. Tayco/		

**TRADEMARK**

**900169445**

**REEL: 004261 FRAME: 0271**

**CH \$65.00 3271824**

Date:

08/16/2010

**Total Attachments: 3**

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## **TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** (this "Assignment") is made and entered into as of July 14, 2010 ("Effective Date") by and between **Far Cliffs Multimedia, LLC**, a Utah limited liability company ("Assignor"), and **Progrexion Holdings LLC**, a Utah limited liability company ("Assignee").

**WHEREAS**, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, the United States trademark registrations set forth on Schedule A attached hereto, in each case, together with the goodwill of the business associated therewith (collectively, the "Marks").

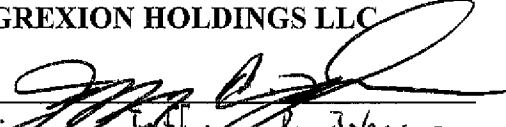
**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns, transfers and sets over to Assignee its entire right, title and interest in and to the Marks, for the United States, including, without limitation, any registrations and applications therefor, any renewals and extensions of the registrations, and all other corresponding rights that are or may be secured under the laws of the United States, now or hereafter in effect, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, together with all income, royalties or payments due or payable as of the Effective Date or thereafter, including, without limitation, all claims for damages by reason of past, present or future infringement or other unauthorized use of the Marks, with the right to sue for, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Marks.


\* \* \* \* \*

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

PROGREXION HOLDINGS LLC

By:   
Name: Jeffrey R. Johnson  
Title: President

FAR CLIFFS MULTIMEDIA, LLC

By:   
Name: Scott K. Smith  
Title: MANAGER

*Signature Page for Trademark Assignment  
(Far Cliffs Multimedia, LLC)*

**SCHEDULE A**

**U.S. TRADEMARK REGISTRATIONS**

Ser. No.	Reg. No.	Mark	Owner
78801158	3271824	LEXINGTON LAW	Far Cliffs Multimedia, LLC
77172105	3404527	SCOREBOOST	Far Cliffs Multimedia, LLC

CHI 59,936,094