

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
Marksman, Inc.		09/02/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bring It On The Musical LLC		
Street Address:	100 Universal City Plaza		
City:	Universal City		
State/Country:	CALIFORNIA		
Postal Code:	91608		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1950073	BRING IT ON	
Registration Number:	2939109	BRING IT ON!	
CORRESPONDENCE DATA			
Fax Number:	(818)866-1426		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	818 777 6260		
Email:	MoniqueCheng.Joe@nbcuni.com		
Correspondent Name:	Monique Cheng Joe		
Address Line 1:	100 Universal City Plaza		
Address Line 2:	Bldg. 1280, 6th Floor		
Address Line 4:	Universal City, CALIFORNIA 91608-1002		
ATTORNEY DOCKET NUMBER:	BIOTM		
NAME OF SUBMITTER:	Monique Cheng Joe		
Signature:	/*mcj*/		

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REEL: 004283 FRAME: 0101

Date:

09/22/2010

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, **Marksmen, Inc.**, a corporation duly organized and existing under the laws of the State of Delaware, and with offices and a principal place of business located at 116 North Maryland Avenue, Glendale, California 91206 (hereafter referred to as "Assignor"), is the owner of the trademarks, service marks, logos, taglines, commercial slogans, trade names, corporate names, business names, domain names, and all other similar or related rights, and registrations thereof, and applications therefor (hereafter referred to collectively as the "Trademarks"), listed in Schedule A hereto, and the goodwill of the business pertaining to, symbolized by, and associated with the said Trademarks; and

WHEREAS, **Bring It On The Musical LLC**, a limited liability company organized and existing under the laws of the State of Delaware, with offices and a principal place of business located at 100 Universal City Plaza, Universal City, California 91608 (hereafter referred to as "Assignee"), desires to acquire the Assignor's entire right, title, and interest worldwide in and to the Trademarks;

NOW THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor has sold, conveyed, transferred, and assigned, and by these presents does sell, convey, transfer, and assign to Assignee and Assignee's successors and assigns forever, the entire right, title, and interest in and to the Trademarks listed in Schedule A hereto, together with the goodwill of the business pertaining to, symbolized by, and associated with the said Trademarks, and all rights of action, of whatsoever kind and nature, for past, present, and future infringements of the said Trademarks, the same to be held and enjoyed by Assignee and by Assignee's successors and assigns forever as fully and entirely as the same could have been held and enjoyed by Assignor if this Assignment had not been made.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed and effective as of this 2ND day of SEPTEMBER, 2010.

ASSIGNOR: Marksmen, Inc.

By: 

Name: KEN TAYLOR

Title: PRESIDENT + CEO

TRADEMARK ASSIGNMENT

SCHEDULE A

A. TRADEMARKS

**BRING IT ON
BRING IT ON!**

and all other trademarks, service marks, logos, taglines, and commercial slogans that consist of or include the above terms, are variations of the above terms, and/or are similar to the above terms.

B. TRADEMARK APPLICATIONS AND REGISTRATIONS

COUNTRY	MARK	CLASS(ES)	STATUS	NUMBER	DATE
USA	BRING IT ON	25	Registered	1950073	01/26/1996
USA	BRING IT ON!	35	Registered	2939109	04/12/2005

C. TRADE NAMES, CORPORATE NAMES, BUSINESS NAMES

**BRING IT ON
BRING IT ON!
BRING IT ON, LLC**

D. DOMAIN NAMES