

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
Fandango, Inc.		09/30/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Dailycandy, Inc.		
Street Address:	584 Broadway		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10012		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77906636	SWIRL BY DAILY CANDY	
CORRESPONDENCE DATA			
Fax Number:	(202)776-4981		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	(202) 776-2641		
Email:	trademark@dowlohnes.com		
Correspondent Name:	Benjamin W. Karpf		
Address Line 1:	1200 New Hampshire Avenue, N.W.		
Address Line 2:	Suite 800		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	05032.3018		
NAME OF SUBMITTER:	Benjamin W. Karpf		
Signature:	/Benjamin W. Karpf/		
Date:	09/30/2010		

OP \$40.00 77906636

Total Attachments: 1

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TRADEMARK
REEL: 004287 FRAME: 0710

ASSIGNMENT AGREEMENT

This Assignment Agreement is entered into by and between FANDANGO, INC., a Delaware corporation, having an address of 12200 W. Olympic Boulevard, Suite 150, Los Angeles, CA 90064 ("Assignor") and DAILYCANDY, INC., a Delaware Corporation, having an address of 584 Broadway, New York, NY 10012 ("Assignee").

WHEREAS, Assignor is the owner of the following service marks (the "Marks"), which are the subject of pending applications for registration in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
SWIRL BY DAILYCANDY (stylized)	77/906,636	Jan. 7, 2010
SWIRL SAMPLE SALES BY DAILYCANDY (stylized)	77/909,683	Jan. 12, 2010


WHEREAS, Assignor has licensed Assignee to use the Marks;

WHEREAS, Assignee has been using the Marks and now desires to acquire the Marks, any registrations or applications for registrations therefor and the goodwill associated therewith;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Marks, including the goodwill of the business symbolized by the Marks.

IN WITNESS WHEREOF, this Assignment Agreement has been executed by Assignor effective as of September 30, 2010.

FANDANGO, INC.

By: 
Arthur R. Block,
Senior Vice President