

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
72andSunny, L.P.		11/30/2010	LIMITED PARTNERSHIP: CALIFORNIA
RECEIVING PARTY DATA			
Name:	72andSunny Partners, LLC		
Street Address:	6300 Arizona Circle		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90045		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2975467	72ANDSUNNY	
CORRESPONDENCE DATA			
Fax Number:	(212)468-4888		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-468-4800		
Email:	jkatz@dglaw.com		
Correspondent Name:	Jeffrey C. Katz		
Address Line 1:	1740 Broadway		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	6928-001-015-ASSGN-JH		
NAME OF SUBMITTER:	Jeffrey C. Katz		
Signature:	/Jeffrey C. Katz/		
Date:	12/28/2010		

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 REEL: 004441 FRAME: 0698

Total Attachments: 1
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ASSIGNMENT

WHEREAS, 72andSunny, L.P., a California Limited Partnership (hereinafter "Assignor"), is the owner of the mark listed below (the "Mark") which is the subject of registration in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
72andSunny	2975467	July 26, 2005

WHEREAS, 72andSunny Partners, LLC, a Delaware limited liability company, located at 6300 Arizona Circle, Los Angeles, CA 90045 (hereinafter "Assignee"), is desirous of acquiring said Mark and said registration thereof, and the goodwill of the business in connection therewith.

THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said Mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed to be effective as of the 30th day of November, 2010.

72and Sunny, L.P.

By: _____

Name: ROBERT NAKATA.
Title: FOUNDING PARTNER

72andSunny Partners, LLC

By: _____

Name: ROBERT NAKATA
Title: DESIGN DIRECTOR