

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |  |                       |                        |
|----------------------------------|--|-----------------------|------------------------|
| <b>SUBMISSION TYPE:</b>          | NEW ASSIGNMENT   |                       |                        |
| <b>NATURE OF CONVEYANCE:</b>     | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                       |                        |
| <b>CONVEYING PARTY DATA</b>      |  |                       |                        |
| <b>Name</b>                      | <b>Formerly</b>  | <b>Execution Date</b> | <b>Entity Type</b>     |
| Murat-Caviale, Inc.              |  | 08/01/2010            | CORPORATION: WISCONSIN |
| <b>RECEIVING PARTY DATA</b>      |  |                       |                        |
| <b>Name:</b>                     | Madavor Media, LLC   |                       |                        |
| <b>Street Address:</b>           | 85 Quincy Avenue, Suite B  |                       |                        |
| <b>City:</b>                     | Quincy   |                       |                        |
| <b>State/Country:</b>            | MASSACHUSETTS  |                       |                        |
| <b>Postal Code:</b>              | 02169  |                       |                        |
| <b>Entity Type:</b>              | LIMITED LIABILITY COMPANY: DELAWARE  |                       |                        |
| <b>PROPERTY NUMBERS Total: 1</b> |  |                       |                        |
| <b>Property Type</b>             | <b>Number</b>  | <b>Word Mark</b>      |                        |
| <b>Registration Number:</b>      | 2870236  | HAUTE DOLL            |                        |
| <b>CORRESPONDENCE DATA</b>       |  |                       |                        |
| <b>Fax Number:</b>               | (617)235-7405  |                       |                        |
|                                  | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |                       |                        |
| <b>Phone:</b>                    | 617-951-7170   |                       |                        |
| <b>Email:</b>                    | ronald.duvernay@ropesgray.com  |                       |                        |
| <b>Correspondent Name:</b>       | Emilia F. Cannella   |                       |                        |
| <b>Address Line 1:</b>           | Prudential Tower, 800 Boylston Street  |                       |                        |
| <b>Address Line 2:</b>           | Ropes & Gray LLP   |                       |                        |
| <b>Address Line 4:</b>           | Boston, MASSACHUSETTS 02199-3600   |                       |                        |
| <b>ATTORNEY DOCKET NUMBER:</b>   | MVOR-004   |                       |                        |
| <b>NAME OF SUBMITTER:</b>        | Emilia F. Cannella   |                       |                        |
| <b>Signature:</b>                | /e cannella/   |                       |                        |
| <b>Date:</b>                     | 01/07/2011   |                       |                        |

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Total Attachments: 4

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TRADEMARKS ASSIGNMENT

THIS TRADEMARKS ASSIGNMENT is dated as of August 1, 2010 and is made from Muscat-Coviale, a Wisconsin corporation with its principal place of business at S 711 - 8th Ave Kenosha, WI ("Assignor") on the one hand, to Madavor Media, LLC, a Delaware limited liability company with its principal place of business at 85 Quincy Avenue Suite B, Quincy, MA 02169 ("Assignee") on the other hand.

WHEREAS, Assignor has adopted and used and is using in commerce the Marks set forth in the attached Schedule I; and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of August 1, 2010, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer to Assignee, said Marks and the goodwill associated with such Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns all rights, title and interests in and to the Marks, the goodwill of the business symbolized by the marks, all registrations and applications for registration thereof, if any, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Marks, and all records and files relating to said Marks. This Trademarks Assignment will be governed by the laws of the State of Wisconsin without regard to its conflicts of laws principles.

Assignor shall sign all documents, provide all testimony and, in general, do all lawful things reasonably requested of him by Assignee to carry out and fulfill the purposes and intent of this Trademarks Assignment.

Assignor hereby represents, warrants, and covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

*[Signatures appear on the following pages.]*

IN WITNESS WHEREOF, the parties have executed, made and entered into this Marks Assignment under seal as of the date first set forth above.

ASSIGNOR: \_\_\_\_\_

By: Marlene Mura  
Name: \_\_\_\_\_  
Title: President

THE STATE OF Wisconsin

County of Kenosha

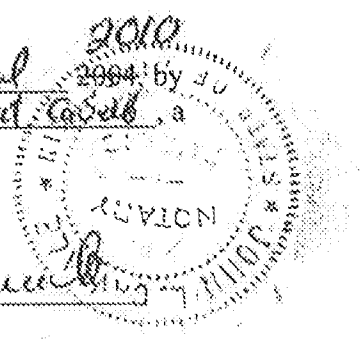
This instrument was executed before me on this 27 day of April, 2004, by Marlene Mura, the President (title) of Mind-Cast, a Wisconsin corporation, on behalf of said corporation.

WITNESS my hand and official seal.

John Caviale  
Notary Public in and for  
The State of Wisconsin

John Caviale  
Printed or Typed Name of Notary

My Commission Expires is permanent



ASSIGNEE: MADAVOR MEDIA, LLC

By: 

Name: Jeffrey L. Wolk

Title: Chairman and CEO

[SIGNATURE PAGE 2 TO TRADEMARKS ASSIGNMENT]

**TRADEMARK**  
**REEL: 004448 FRAME: 0877**

SCHEDULE 1

TRADEMARKS ASSIGNED

| Trademark | Serial No. | Registration No. | Registration Date |
|-----------|------------|------------------|-------------------|
| Head Doll | U.S. Reg   | 2,070,236        | 8/3/2004          |
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[SCHEDULE 1 TO TRADEMARKS ASSIGNMENT]