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TO:GLORIA TSUI-YIP COMPANY:1350 BROADWAY

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1



SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Jacob Adoni		12/16/2010	INDIVIDUAL: USA

RECEIVING PARTY DATA

Name:	PLV Studio, Inc.
Street Address:	117 E. 60th Street
Internal Address:	Second Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	77496493	POUR LA VICTOIRE

CORRESPONDENCE DATA

Fax Number: (212)268-0904
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-268-0900
 Email: alice@mt-iplaw.com
 Correspondent Name: Gloria Tsui-Yip
 Address Line 1: 1350 Broadway
 Address Line 2: Suite 802
 Address Line 4: New York, NEW YORK 10018

ATTORNEY DOCKET NUMBER:	TASSPOURLAVICTOIRE_786T3
NAME OF SUBMITTER:	Gloria Tsui-Yip
Signature:	/GTY/

OP \$40.00 77496493

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Date:	12/20/2010
Total Attachments: 1 source=AssignmentSigned#page1.tif	

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TO:GLORIA TSUI-YIP COMPANY:1350 BROADWAY

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is being made and entered into as of December 16, 2010, by and between Jacob Adoni, a New York individual (hereinafter "Assignor") and PLV Studio, Inc., a New York Corporation (hereinafter "Assignee").

WHEREAS Assignor is an owner, along with Assignee of the pending U.S. trademark application for POUR LA VICTOIRE Serial No. 77/496,493 filed on June 11, 2008 (hereinafter "Trademark") and has adopted and/or is using the Trademark along with Assignee;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Trademark.

NOW, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby sells, transfers and sets over to Assignee, his entire right, title and interest in and to the Trademark, together with the associated goodwill of the business symbolized by the Trademark throughout the world, including without limitation: any renewals and extension of the registration, together with all claims for damages by reason of past infringement of the Trademark, with the right to sue for, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives.



Jacob AdoniDate: 12/16/10

TRADEMARK