

**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>
IVI DIGITAL INTERNATIONAL LIMITED		01/21/2011	LIMITED LIABILITY COMPANY: HONG KONG
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Choice Fortune Holdings Limited		
<b>Street Address:</b>	P.O. Box 957, Offshore Incorporations Centre		
<b>City:</b>	Road Town, Tortola		
<b>State/Country:</b>	BRITISH VIRGIN ISLANDS		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: BRITISH VIRGIN ISLANDS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77883848	SEIKI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(333)333-3333		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	+85223192577		
<b>Email:</b>	CHO@BARRON-YOUNG.COM		
<b>Correspondent Name:</b>	Barron & Young Intellectual Property Ltd		
<b>Address Line 1:</b>	P.O. BOX 1484, GENERAL POST OFFICE		
<b>Address Line 4:</b>	Hong Kong, HONG KONG		
<b>ATTORNEY DOCKET NUMBER:</b>	ITT-0904-USTM		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>			
<b>Address Line 1:</b>			
<b>Address Line 2:</b>			
<b>Address Line 3:</b>			

OP \$40.00 77883848

900182763

**TRADEMARK**  
**REEL: 004464 FRAME: 0694**

Address Line 4:

NAME OF SUBMITTER:

Charles Ho

Signature:

/charles ho/

Date:

01/31/2011

Total Attachments: 1

source=Assignment (IVI)\_ITT-0904-USTM (00020860)#page1.tif

TRADEMARK ASSIGNMENT FOR  
US TRADEMARK APPLICATION SERIAL NO. 77883848

ASSIGNOR: IVI DIGITAL INTERNATIONAL LIMITED

Address: Room 1006, 10/F., 113-115 Argyle Street, MongKok, Kowloon, Hong Kong

ASSIGNEE: Choice Fortune Holdings Limited

Address: P.O. Box 957, Offshore Incorporations Centre, Road Town, Tortola, British  
Virgin Islands

Assignor, a Hong Kong limited liability company, is the owner of the  
aforementioned trademark for which an application is now pending in the United States  
Patent and Trademark Office, and Assignee, a British Virgin Islands limited liability  
company, is desirous of acquiring said trademark.

In consideration of ten dollars (\$10.00) and other good and valuable consideration,  
Assignor hereby assigns to Assignee all right, title and interest in and to said trademark  
and said application therefor, together with the goodwill of the business symbolized by  
said trademark, and the application to register said trademark.

Name of Representative of Assignor: LAM Tak Hung

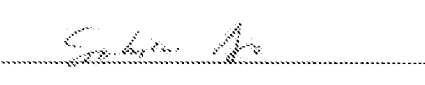
Signature: 

Title: Director

Dated: 21 January 2011

Witness

Name: Sabrina Au

Signature: 

Dated: 21 January 2011