

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The New York Times Company		02/08/2011	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Baseline Acquisitions Corp.		
Street Address:	3415 S. Sepulveda Boulevard, Suite 200		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90034		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85053498		
Registration Number:	3756829	INFOSOURCE	
Registration Number:	3751398	SCRIPTLOG	
Registration Number:	3611926	BASELINE	
Registration Number:	3618908	FILMTRACKER	
Registration Number:	3618907	SCRIPTSHARK	
Registration Number:	3618901	THE STUDIO SYSTEM	
CORRESPONDENCE DATA			
Fax Number:	(215)279-9394		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215.279.9389		
Email:	linda.ladzenski@flastergreenberg.com		
Correspondent Name:	Jordan A. LaVine		
Address Line 1:	1600 JFK Boulevard, 2nd Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		

OP \$190.00 85053498

ATTORNEY DOCKET NUMBER:	N0258.5003
NAME OF SUBMITTER:	Jordan A. LaVine
Signature:	/Jordan A. LaVine/
Date:	02/08/2011
Total Attachments: 2 source=baseline trademark assignment#page1.tif source=baseline trademark assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into this 8th day of February, 2011 by and between The New York Times Company, a New York corporation, having an address of 620 Eighth Avenue, New York, New York 10018 ("Assignor") and Baseline Acquisitions Corp., a Delaware corporation, having an address of 3415 S. Sepulveda Boulevard, Suite 200, Los Angeles, California 90034 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Schedule A to this Trademark Assignment, including the applications and registrations therefor (the "Marks");

WHEREAS, Assignor now wishes to sell and assign the Marks to Assignee, and Assignee is desirous of acquiring the Marks.

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree and confirm as follows:

1. Assignor hereby sells, transfers, conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all right title, and interest in and to the Marks together with the goodwill associated with the Marks, including the applications and trademark registrations therefor, as well as all common law rights thereto. Assignee shall have the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.
2. Assignee, at its own cost and expense, shall record a fully executed copy of this Assignment with the United States Patent and Trademark Office and any other agency, including foreign trademark offices, having jurisdiction over the ownership of the Marks.

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

ASSIGNOR:

The New York Times Company

By: _____

Name: Kenneth A. Richieri

Title: SVP, General Counsel & Secretary

SCHEDULE A

<u>Mark</u>	<u>Application/Registration No.</u>
BASELINE (Logo)	85/053,498
INFOSOURCE	3,756,829
SCRIPTLOG	3,751,398
BASELINE	3,611,926
FILMTRACKER	3,618,908
SCRIPTSHARK	3,618,907
THE STUDIO SYSTEM	3,618,901