

**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>
The Media Merchants Television Company Limited		11/30/2010	LIMITED LIABILITY COMPANY: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Disney Enterprises, Inc.		
<b>Street Address:</b>	500 South Buena Vista Street		
<b>City:</b>	Burbank		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91521		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3099579	ART ATTACK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(818)848-6424		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	818-560-2584		
<b>Email:</b>	trademarks@disney.com		
<b>Correspondent Name:</b>	Ann Savary		
<b>Address Line 1:</b>	500 South Buena Vista Street		
<b>Address Line 4:</b>	Burbank, CALIFORNIA 91521		
<b>ATTORNEY DOCKET NUMBER:</b>	ARTATTACKACQ.		
<b>NAME OF SUBMITTER:</b>	Ann Savary		
<b>Signature:</b>	/AnnSavary2011/		
<b>Date:</b>	02/11/2011		

CH \$40.00 3099579

Total Attachments: 1

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ASSIGNMENT

WHEREAS, The Media Merchants Television Company Limited, a United Kingdom Limited Liability Company, with an address of Maple House, 149 Tottenham Court Road London W1T 7NF, United Kingdom ("Assignor"), is the owner of the following trademarks (hereinafter, the Trademarks):

Trademark

Registration No.



3,099,579

WHEREAS, Disney Enterprises, Inc., a Delaware corporation, located and doing business at 500 South Buena Vista Street, Burbank, CA 91521, United States of America ("Assignee"), is desirous of acquiring said Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns all right, title and interest in and to the Trademarks and the above-named registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

The Media Merchants Television Company Limited

Dated: 30 NOVEMBER, 2010

DS

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_