

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	PLV Studio, Inc.		05/24/2011
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Jay Adoni		
Street Address:	10 West 33rd Street		
Internal Address:	Penthouse		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3929057	GIORDANO ADONI
CORRESPONDENCE DATA			
Fax Number:	(212)268-0904		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-268-0900		
Email:	gloria@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:	766T2 ASSGN PLV TO ADONI		
NAME OF SUBMITTER:	Gloria Tsui-Yip		
Signature:	/gty/		
Date:	05/25/2011		
Total Attachments: 1 source=AssignmentPLVtoJayAdoni#page1.tif			

OP \$40.00 3929057

TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”) is being made and entered into as of May 24, 2011, by and between PLV Studio, Inc., a New York Corporation having its office located at 10 West 33rd St. Penthouse, New York, NY 10001 (hereinafter “Assignor”) and Jay Adoni, a New York individual having his address at 10 West 33rd St. Penthouse, New York, NY 10001 (hereinafter “Assignee”).

WHEREAS Assignor is the owner of the U.S. trademark registration for GIORDANO ADONI Registration No. 3,929,057 registered on March 8, 2011 (hereinafter “Trademark”) and has adopted and/or is using the Trademark;

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, its 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.

PLV Studio, Inc.

Name: Jay Adoni

Title: CEO

Date: 5/24/11