

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
	Promofilm US LLC		06/02/2011
			LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Media World, LLC		
Street Address:	7291 NW 74th Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33166		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Serial Number:	85332023	KÉLOKÉ
CORRESPONDENCE DATA			
Fax Number:	(212)246-8959		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-708-1800		
Email:	gdeluca@ladas.com		
Correspondent Name:	Michael A. Comman		
Address Line 1:	1040 Avenue of the Americas		
Address Line 2:	6th Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	1T11634670		
NAME OF SUBMITTER:	Michael A. Comman		
Signature:	/Michael A. Comman/		
Date:	06/24/2011		
Total Attachments: 1 source=Assignment#page1.tif			

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ASSIGNMENT OF TRADEMARK AND
UNITED STATES APPLICATION

WHEREAS, Promofilm US LLC, a limited liability company under the laws of the State of Florida, having a place of business at 7291 NW 74th Street, Miami, FL 33166, (hereinafter called ASSIGNOR), is the owner of the entire right, title and interest in and to the following Trademark and United States Application identified below:

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
KÉLOKÉ	85/332023	May 27, 2011

WHEREAS, Media World, LLC, a limited liability company under the laws of the State of Florida, having a place of business at 7291 NW 74th Street, Miami, FL 33166 (hereinafter called ASSIGNEE) is desirous of acquiring the above-identified trademark and United States application thereof:

NOW, THEREFORE, in consideration of the sum of One Dollar paid by ASSIGNEE to ASSIGNOR, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, ASSIGNOR does hereby assign, transfer and sell to ASSIGNEE all of its right, title and interests in and to the above-identified trademark and United States application thereof, together with the goodwill of the business appurtenant to and symbolized by said trademark, the same to be held and enjoyed by said ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer not been made.

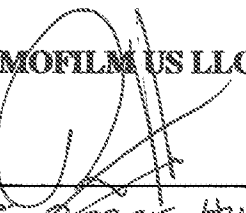
IN WITNESS WHEREOF, this Assignment has been executed by the said Assignor on the date set forth below.

PROMOFILM US LLC

By:

Name:

Title:



Roger Huguet
CEO

Date

06/02/2011