

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	Entity Type
STRIP VIEW ENTERTAINMENT LLC		07/06/2011	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	RMNJ LICENSING LLC		
Street Address:	888 Seventh Avenue, Suite 3402		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10106		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3617172	LAVO	
CORRESPONDENCE DATA			
Fax Number:	(212)227-4311		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212 227 4300		
Email:	wthomashower@stllplaw.com		
Correspondent Name:	William Thomashower		
Address Line 1:	15 Maiden Lane, Suite 705		
Address Line 4:	New York, NEW YORK 10038-5120		
ATTORNEY DOCKET NUMBER:	STRIP VIEW		
NAME OF SUBMITTER:	William Thomashower		
Signature:	/William Thomashower/		
Date:	07/06/2011		
Total Attachments: 1 source=Assignment of LAVO TRADEMARK#page1.tif			

OP \$40.00 3617172

ASSIGNMENT OF TRADEMARK

WHEREAS, STRIP VIEW ENTERTAINMENT LLC, a limited liability company of the State of Delaware, having an office and place of business at 888 Seventh Avenue, Suite 3402, New York, NY 10106, is the record owner, and RMNJ LICENSING LLC, a limited liability company of the State of Delaware, having an address and place of business at 888 Seventh Avenue, Suite 3402, New York, NY 10106 and an affiliate of STRIP VIEW ENTERTAINMENT LLC, is the beneficial owner, of the trademark LAVO (referred to below as "Mark"), the goodwill associated with the business symbolized by the Mark, and United States Trademark Registration No. 3,617,172 for the Mark, registered on May 5, 2009;

WHEREAS, STRIP VIEW ENTERTAINMENT LLC desires to sell and RMNJ LICENSING LLC desires to purchase all rights, title and interest in the aforesaid Mark, trademark registration and the goodwill of the business associated therewith;

NOW, THEREFORE, for ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, STRIP VIEW ENTERTAINMENT LLC hereby transfers and assigns to RMNJ LICENSING LLC in perpetuity the entire worldwide right, title and interest in and to the aforesaid Mark, the aforesaid trademark registration, and the goodwill of the business symbolized thereby, together with all claims for damages by reason of past, present or future infringements, dilutions or other violations against said trademark and/or trademark registration, including the right to sue in its own name at its own expense to collect said damages for its own use.

STRIP VIEW ENTERTAINMENT LLC

By: Mambo Productions, Inc., Manager

By: Richard Wolf

Name: Richard Wolf

Title: President

Date: July 6, 2011

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

Before me personally appeared the above Richard Wolf, who is personally known to me and/or who satisfactorily identified himself to me, who acknowledged that he is the President of Mambo Productions, Inc., Manager of STRIP VIEW ENTERTAINMENT LLC, the entity described in and which executed the foregoing instrument; that he, in such capacity and being authorized to do so, executed the foregoing instrument as such entity's voluntary act and deed for the purposes contained therein by signing on behalf of said entity.

July 6, 2011
Date:

J. Kotler
Notary Public

JONATHAN KOTLER
NOTARY PUBLIC-STATE OF NEW YORK
No. 02KO6203984
Qualified in New York County
My Commission Expires April 13, 2013