

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
CAPCOM CO., LTD.		07/28/2011	CORPORATION: JAPAN
RECEIVING PARTY DATA			
Name:	Beeline INTERACTIVE INC.		
Street Address:	10960 Wilshire Blvd., Suite 1550		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90024		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85283872	BEELINE	
CORRESPONDENCE DATA			
Fax Number:	(612)455-3801		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612.455.3802		
Email:	mail@hsml.com		
Correspondent Name:	Curtis B. Hamre		
Address Line 1:	P.O. Box 2902		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	20194.56US02		
NAME OF SUBMITTER:	Curtis B. Hamre		
Signature:	/Curtis B. Hamre/		
Date:	08/08/2011		
Total Attachments: 2 source=assignment_BEELINE1#page1.tif source=assignment_BEELINE1#page2.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, CAPCOM CO., LTD. (hereinafter "Assignor"), a Japanese corporation having a principal place of business at 3-1-3 Uchihiranomachi, Chuo-ku, Osaka, Japan, is the owner of U.S. Trademark Application Serial No. 85/283,872 for the mark "BEELINE & Design";

WHEREAS, Beeline INTERACTIVE INC. (hereinafter "Assignee"), a California corporation having a principal place of business at 10960 Wilshire Blvd., Suite 1550, Los Angeles, CA 90024, U.S., is a wholly owned subsidiary of Capcom U.S.A., Inc., which is a wholly owned subsidiary of Assignor, and is desirous of acquiring all right, title and interest in and to said application;

NOW, THEREFORE, for and in consideration of the sum of One Dollar and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said assignee, its successors or assigns, the entire right, title and interest in and to said trademark and said trademark application and registration, together with the goodwill and other incidents of its business associated with or symbolized by said trademark and by said trademark application and registration.

HSML 20194.56US02

CAPCOM CO., LTD.

Date: July 28, 2011

By: 

Name: Haruhiro Tsujimoto

Title: President