

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
Avoca Productions, Inc.		09/06/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sony Pictures Television Inc.		
Street Address:	10202 W. Washington Blvd.		
City:	Culver City		
State/Country:	CALIFORNIA		
Postal Code:	90232		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3404442	SING-OFF	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@cll.com		
Correspondent Name:	Lynn S. Fruchter		
Address Line 1:	1133 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036-6799		
ATTORNEY DOCKET NUMBER:	13078-173;LSF;NP SING-OFF		
NAME OF SUBMITTER:	Lynn S. Fruchter		
Signature:	/Lynn S. Fruchter/		
Date:	09/08/2011		
Total Attachments: 2 source=singoff2#page1.tif source=singoff2#page2.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Avoca Productions, Inc., located and doing business at 10202 West Washington Boulevard, Culver City, California 90232 ("Assignor") owns the mark identified in the schedule attached hereto, which is registered in the United States Patent and Trademark Office, as indicated in the attached Schedule A; and

WHEREAS, Sony Pictures Television Inc. located and doing business at 10202 West Washington Boulevard, Culver City, California 90232 ("Assignee") is desirous of acquiring said mark and registration;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by them, and the above identified registration.

IN WITNESS WHEREOF, this assignment has been executed this 6th day of September, 2011.

Avoca Productions, Inc.

By 

Name: Gregory K. Boone

Title: Executive Vice President, Legal Affairs and Assistant Secretary

Sony Pictures Television Inc.

By 

Name: Gregory K. Boone

Title: Executive Vice President, Legal Affairs and Assistant Secretary

SCHEDULE A

U.S. Patent and Trademark Office Registration No. 3404442

SING-OFF & DESIGN

for "Arranging and conducting vocal contest among selected champion vocalists."