

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
Thierry Guetta		10/24/2011	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Amusement Art, LLC		
Street Address:	1110 Seward St		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90038		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3574737	ITS A WONDERFUL WORLD	
Registration Number:	3798334	MBW	
Registration Number:	3798335	LIFE IS WONDERFUL	
CORRESPONDENCE DATA			
Fax Number:	(323)465-2627		
Email:	patrick@iawworld.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Patrick Guetta		
Address Line 1:	1110 Seward St		
Address Line 4:	Los Angeles, CALIFORNIA 90038		
NAME OF SUBMITTER:	Patrick Guetta		
Signature:	/patrickguetta/		
Date:	10/25/2011		
Total Attachments: 2 source=20111025_assignment 2#page1.tif source=20111025_assignment 2#page2.tif			

OP \$90.00 3574737

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, I, Thierry Guetta, am the owner of the United States trademarks attached hereto as exhibit A (the "IP"); and

WHEREAS Amusement Art, LLC, a California limited liability company, with address at 1110 Seward St., Los Angeles CA 90038 (the "Assignee"), desires to acquire the entire right, title, and interest in and to the IP.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred, quitclaimed and set over, and do hereby sell, assign, transfer, quitclaim and set over to Assignee the entire right, title and interest in and to the IP, and all divisions, substitutions, continuations and continuations-in part thereof, and all trademarks and copyrights which may be granted thereon and all reissues and extensions thereof, and all priority rights under the International Convention for the Protection of Industrial Property for every member country, and all applications for trademarks, copyrights and related rights heretofore or hereafter filed for the IP in any foreign countries;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to Assignee any facts known to me respecting the IP, and testify in any legal proceeding sign all lawful papers, execute all divisional, continuation, continuations-in-part, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid Assignee to obtain and enforce proper protection for the IP in all countries.



Thierry Guetta

on oct 24 of 2011


_____, Chief Administrative Officer

Patrick Guetta on behalf of Assignee, Amusement Art, LLC,
a California limited liability company

on oct 24 of 2011

Exhibit A

<u>Item No.</u>	<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
1.	its a wonderful world	3,574,737	February 17, 2009
2.	MBW	3,798,334	June 8, 2010
3.	LIFE IS WONDERFUL	3,798,335	June 8, 2010

