

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		09/21/2011	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Amusement Art, LLC		
Street Address:	332 S. Clark Drive		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3955187	MR BRAINWASH	
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: 1 source=20110921_Assignment_of_TM(class 25)#page1.tif			

OP \$40.00 3955187

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

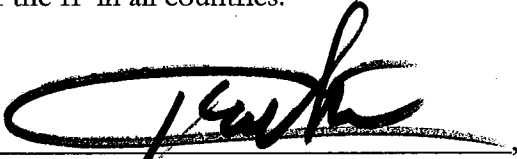
WHEREAS, I, Thierry Guetta, am the owner of the United States trademark "Mr Brainwash" registration no. 3,955,187, and registered May 3, 2011 (the "IP"); and

WHEREAS Amusement Art, LLC, a California limited liability company, with address at 332 S. Clark Drive, Beverly Hills, CA 90211 (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 9/21 of 2011



Patrick Gaetta, Chief Administrative Officer

on behalf of Assignee, Amusement Art, LLC,

a California limited liability company

on 9/21 of 2011