

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Playbill Incorporated		09/30/2011	CORPORATION: NEW YORK

**RECEIVING PARTY DATA**

<b>Name:</b>	Playbill Enterprises Incorporated
<b>Street Address:</b>	37-15 61st Street
<b>City:</b>	Woodside
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	11377
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Registration Number:	1109328	PLAYBILL
Registration Number:	1322148	PLAYBILL
Registration Number:	1244458	PLAYBILL
Registration Number:	2753119	PLAYBILL
Registration Number:	2242395	PLAYBILL
Registration Number:	3102212	PLAYBILL
Registration Number:	1063310	SHOWBILL
Registration Number:	1616690	STAGEBILL
Registration Number:	2364864	JAZZBILL
Registration Number:	1460034	PERFORMING ARTS
Registration Number:	3776531	PLAYBLOG
Serial Number:	85225454	SMARTSTORE
Serial Number:	85225468	PLAYBILL SMARTSTORE

**CORRESPONDENCE DATA**

**900205626**

**TRADEMARK  
 REEL: 004648 FRAME: 0963**

**CH \$340.00 1109328**

Fax Number: (212)813-5901  
Phone: 212-813-5900  
Email: assignments@fzlz.com

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Correspondent Name: SUSAN UPTON DOUGLASS  
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
Address Line 2: 866 UNITED NATIONS PLAZA  
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	PLB 1108969
NAME OF SUBMITTER:	Susan Upton Douglass
Signature:	/anca nicolescu/
Date:	10/26/2011

**Total Attachments: 3**

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of the 30<sup>th</sup> day of September, 2011, by and between Playbill Incorporated, a New York corporation with offices at 525 Seventh Avenue, New York, New York 10018 ("Assignor") and Playbill Enterprises Incorporated, a New York corporation having an address of 37-15 61<sup>st</sup> Street, Woodside, New York 11377 ("Assignee").

WHEREAS, Assignor is the owner of the trademarks set forth on Schedules 1, 2 and 3 attached hereto and incorporated herein by this reference, including all common law trademark rights in the marks and any applications and registrations therefor (the "Marks");

WHEREAS, Assignee is acquiring these trademarks and all goodwill associated therewith in conjunction with a split-off transaction under Section 355 of the Internal Revenue Code and the parties have concurrently entered into a Plan of Reorganization that transfers the Marks and other rights related thereto from Assignor to Assignee.

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby transfers, conveys and assigns to Assignee, and Assignee hereby accepts from Assignor, all right title, and interest in and to the Marks together with the goodwill associated with the Marks, including any trademark registrations thereof and applications therefor, as well as all common law rights thereto. Assignee shall have the sole right to sue and collect damages and/or profits for both past and present infringements of the Marks.
  
2. Assignor, at its own cost and expense, shall record a fully executed copy of this Assignment with the United States Patent and Trademark Office and any other agency having jurisdiction over the ownership of the Marks, including all foreign trademark offices.

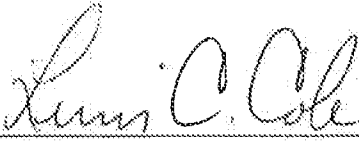
IN WITNESS WHEREOF, the parties hereto have caused this Trademark Assignment to be executed by their respective duly authorized representatives as of the day and year above written.

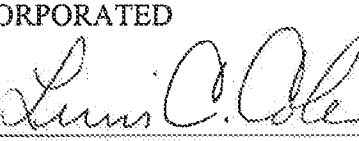
ASSIGNOR:

ASSIGNEE:

PLAYBILL INCORPORATED

PLAYBILL ENTERPRISES  
INCORPORATED

By:   
Lewis Cole, Secretary

By:   
Lewis Cole, Secretary

**SCHEDULE 1**  
**Trademarks in the U.S. Patent and Trademark Office**

<u>Trademark</u>	<u>Classes</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
PLAYBILL	16	1,109,328	12/19/1978
Playbill & Design	16	1,322,148	2/26/1985
PLAYBILL	18, 20, 21	1,244,458	7/5/1983
PLAYBILL	14, 16, 25	2,753,119	8/19/2003
PLAYBILL	35, 41, 42	2,242,395	5/4/1999
PLAYBILL	9, 41	3,102,212	6/6/2006
SHOWBILL	16	1,063,310	4/12/1977
STAGEBILL	16	1,616,690	10/9/1990
JAZZBILL	16	2,364,864	7/4/2000
PERFORMING ARTS	16	1,460,034	10/6/1987
PLAYBLOG	41	3,776,531	4/13/2010

and the following applications which are currently pending:

<u>Trademark</u>	<u>Classes</u>	<u>Ser. No.</u>	<u>Filing Date</u>
SMARTSTORE	35, 38, 41	85/225,454	1/25/2011
PLAYBILL SMARTSTORE	35, 38, 41	85/225,468	1/25/2011

**SCHEDULE 2**  
**State Registered Trademarks and State Registrations**

<u>State</u>	<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Arizona	PLAYBILL	041073	4/30/1998
California	PLAYBILL	58997	1/17/1979
Florida	FLORIDA PLAYBILL	918032	7/27/1977
Florida	PLAYBILL	916767	8/16/1976
Illinois	PLAYBILL	082036	5/7/1998
Illinois	SHOWBILL	083088	1/11/1999
Louisiana	PLAYBILL	55-4661	4/27/1998
Maryland	PLAYBILL	785243 (now 1998-00460)	5/22/1978
Massachusetts	PLAYBILL	28938	10/11/1978
Missouri	PLAYBILL	14348	5/5/1998
Nevada	PLAYBILL	E0567322008-4	9/3/2008
New Jersey	PLAYBILL	15483	1/17/1979
New York	PLAYBILL	R17275 (now R30981)	1/28/1977
New York	SHOWBILL	R25366 (now R31403)	1/6/1989
New York	ON STAGE	R25367 (now R31404)	1/6/1989
Ohio	THE WORD PLAYBILL ON THE COVER OF THEATRE GUIDES AND MAGAZINES	1039930	8/13/1998
Pennsylvania	PLAYBILL	3340046	11/3/2008
Texas	PLAYBILL	35602	1/18/1979

**SCHEDULE 3**  
**Foreign Trademark Registrations**

<u>Nation</u>	<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
Brazil	PLAYBILL	820018554	2/2/2010
Brazil	PLAYBILL	820018570	3/16/2010
Canada	PLAYBILL	TMA736,151	3/11/2009
China	PLAYBILL	4676609	10/28/2008
China	PLAYBILL	6195745	3/7/2010
European Community	PLAYBILL	000588111	6/20/2000
European Community	Playbill On-Line	000588145	6/20/2000
France	PLAYBILL	1472497	6/21/1988
Japan	PLAYBILL	4838562	2/10/2005
Japan	PLAYBILL	4911812	12/2/2005
Japan	PLAYBILL	5161238	8/22/2008
Mexico	PLAYBILL	1022928	1/31/2008
Venezuela	PLAYBILL	S-008631	9/11/1998
Venezuela	PLAYBILL	S-008632	9/11/1998

and the following applications which are currently pending:

<u>Nation</u>	<u>Trademark</u>	<u>App. No.</u>	<u>Filing Date</u>
Brazil	PLAYBILL	820018562	8/18/1997
Mexico	PLAYBILL	740474	9/21/2005