

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
H-H Entertainment, Inc. f/k/a Hustler Entertainment, Inc.		11/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LFP IP, LLC		
Street Address:	8484 Wilshire Boulevard		
Internal Address:	Suite 900		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90211		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2292803	RELAX. IT'S JUST SEX.	
Registration Number:	2956656	RELAX. IT'S JUST SEX.	
CORRESPONDENCE DATA			
Fax Number:	(716)849-1315		
Phone:	7168491333		
Email:	ip@lglaw.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:	Jonathan W. Brown, Esq.		
Address Line 1:	42 Delaware Avenue		
Address Line 2:	Suite 120		
Address Line 4:	Buffalo, NEW YORK 14202		
ATTORNEY DOCKET NUMBER:	11740.0085		
NAME OF SUBMITTER:	Jonathan W. Brown		

OP \$65.00 2292803

Signature:	/Jonathan W. Brown/
Date:	12/01/2011
Total Attachments: 2 source=Relax Its Just Sex Assignment#page1.tif source=Relax Its Just Sex Assignment#page2.tif	

**ASSIGNMENT OF TRADEMARKS AND
THE UNITED STATES REGISTRATIONS THEREOF**

This assignment is made by and between HH-ENTERTAINMENT, INC. f/k/a HUSTLER ENTERTAINMENT, INC., a California Corporation with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211 (hereinafter referred to as "Assignor"), and LFP IP, LLC, a Delaware Limited Liability Company with a principal place of business at 8484 Wilshire Boulevard, Suite 900, Beverly Hills, California 90211 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the trademarks and the United States Registrations identified below (the "Marks" or the "Registrations"), along with the goodwill of the business appurtenant to said Marks:

Trademark	Registration No.	Date Of Registration
RELAX. IT'S JUST SEX.	2292803	November 16, 1999
RELAX. IT'S JUST SEX.	2956656	May 31, 2005


WHEREAS, Assignor has agreed to assign all right, title and interest in the Marks and the Registrations to the Assignee, including the goodwill associated with the Marks and any and all claims, demands, causes of action for infringement of the Marks, past, present and future, and all proceeds of the forgoing.

WHEREAS, Assignor agrees and acknowledges that after this assignment is executed, Assignee is the owner of all right, title and interest in and to the Marks or the phonetic equivalent thereof, and that the Marks and Registrations are valid.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Marks and Registrations, together with the goodwill of the business symbolized by the Marks, and any and all claims, demands, causes of action for infringement of the Marks, past, present and future, and all the proceeds from the forgoing.

Signed at Beverly Hills, California, this 30th Day of November, 2011.

HH-ENTERTAINMENT, INC. f/k/a
HUSTLER ENTERTAINMENT, INC.

By: 
Michael H. Klein

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of LOS ANGELES

On NOVEMBER 30, 2011 before me, COURTNEY EVAN VITTI, NOTARY PUBLIC
Date Here Insert Name and Title of the Officer

personally appeared MICHAEL H. KLEIN
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Place Notary Seal Above

Signature _____
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: ASSIGNMENT OF TRADEMARKS AND THE U.S. REGISTRATIONS THEREOF

Document Date: NOVEMBER 30, 2011 Number of Pages: 1

Signer(s) Other Than Named Above: N/A

Capacity(ies) Claimed by Signer(s)

Signer's Name: MICHAEL H. KLEIN

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____



Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: _____

