

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
Rock Mafia, LLC		11/23/2011	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	Longrun Entertainment, Inc.		
Street Address:	914 N. Roxbury Dr.		
City:	Beverly Hills		
State/Country:	CALIFORNIA		
Postal Code:	90210		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85107743	DRILL DOWN	
CORRESPONDENCE DATA			
Fax Number:	(310)246-9980		
Phone:	310-288-4500		
Email:	michael@patentlawip.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:	Michael N. Cohen		
Address Line 1:	9025 Wilshire Blvd., Suite 301		
Address Line 4:	Beverly Hills, CALIFORNIA 90211		
NAME OF SUBMITTER:	Michael N. Cohen		
Signature:	/Michael N. Cohen/		
Date:	12/01/2011		
Total Attachments: 1 source=December 1, 2011 (2)#page1.tif			

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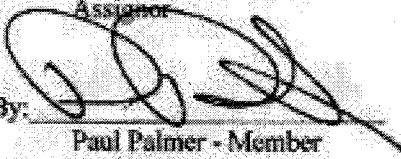
ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, Rock Mafia, LLC, a California limited liability company, with an address of 914 N. Roxbury Drive, Beverly Hills, California 90210 ("Assignor") has adopted, used and is using the mark: "DRILL DOWN" U.S. Trademark Application No. 85/107,743 which has been filed for with the United States Patent and Trademark Office;

WHEREAS, Longrun Entertainment, Inc., ("Assignee"), a California corporation, with an address of 914 N. Roxbury Drive, Beverly Hills, California, 90210, is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign to Assignee all rights, title and interest in and to the said mark, together with the good will of the business symbolized by the mark.

Date: 11/27, 2011

Assignor
By: 
Paul Palmer - Member
Rock Mafia, LLC

Date: 11/23, 2011

Assignee
By: 
Paul Palmer - President
Longrun Entertainment, Inc.