

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
DIGITAL VIDEO CREATIONS, INC.		11/22/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	DANCESPORT VIDEOS, LLC		
Street Address:	8912 E. PINNACLE PEAK ROAD		
Internal Address:	BUILDING F-9, #434		
City:	SCOTTSDALE		
State/Country:	ARIZONA		
Postal Code:	85255		
Entity Type:	LIMITED LIABILITY COMPANY: ARIZONA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3189058	CORE RHYTHMS	
Registration Number:	3272320	CORE RHYTHMS DANCE EXERCISE PROGRAM	
CORRESPONDENCE DATA			
Fax Number:	(480)443-8854		
Phone:	480-991-9077		
Email:	DBG@LEGALCOUNSELORS.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:	DAVID B. GOLDSTEIN		
Address Line 1:	16427 N. SCOTTSDALE ROAD		
Address Line 2:	SUITE 300		
Address Line 4:	SCOTTSDALE, ARIZONA 85254		
NAME OF SUBMITTER:	DAVID B. GOLDSTEIN		
Signature:	/S/DAVID B. GOLDSTEIN		

OP \$65.00 3189058

Date:

01/20/2012

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

Effective as of November ²² ~~XX~~ 2011 (the "Effective Date"), Digital Video Creations, Inc., a California corporation ("Assignor"), executes this Assignment of Trademarks (the "Assignment") in favor of Dancesport Videos, LLC, an Arizona limited liability company ("Assignee").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which Assignor hereby expressly acknowledges, Assignor hereby irrevocably quitclaims, assigns, conveys and transfers to Assignee all of Assignor's worldwide right, title, and interest in and to all of Assignor's registered and unregistered domestic and foreign trademarks and trademark applications, in the trademark registrations and/or trademark applications and/or trademark rights listed in Exhibit "A" annexed hereto and incorporated herein by this reference (collectively the "Trademarks").

Assignor agrees to execute any additional documents necessary or reasonably requested by Assignee to effect or evidence this Assignment. In particular, Assignor will execute and deliver to Assignee in care of its lawyers, Hymson Goldstein & Pantiliat, PLLC, the Deed of Assignment regarding the trademark, "Core Rhythms" with the Japanese Patent Office, Registration No. (Japanese) 5173796, and Registration No. (English) 5173797, and will take steps to effectuate the assignments on the website of the United States Patent and Trademark Office with respect to those of the Trademarks listed on Exhibit "A" which have been registered with that office. If those steps are not taken within ten days of the date of this assignment: (1) Assignee may present this Assignment to the Japanese Patent Office and the United States Patent Office and effectuate those assignments itself; (2) Assignor will be deemed to have granted Robert Powers a limited irrevocable power of attorney, coupled with an interest, to act as Assignor's attorney-in-fact to effectuate those assignments.

The Assignment shall inure to the benefit of, and be binding upon, the successors, executors, administrators, legal representatives and assigns of Assignor and Assignee.

Assignor expressly covenants to refrain from any action in any Trademark office or registry anywhere in the world, beginning on the Effective Date, that may interfere with the ownership right, title, and interest transferred pursuant to the Assignment, including but not limited to, making ownership claims to the Trademarks, or recording a re-assignment of the Trademarks, unless such action is specifically granted to Assignor by Assignee in writing.

The Assignment is governed by and construed according to the laws of the United States of America.

IN WITNESS HEREOF, Assignor has executed the Assignment as of the Effective Date.

EXHIBIT "A"

LIST OF TRADEMARKS SUBJECT TO TRADEMARK ASSIGNMENT

1. CORE RHYTHMS

Registration No. 3189058

Serial No. 78701883

International Registration No. 0954473

2. CORE RHYTHMS DANCE EXCERCISE PROGRAM

Registration No. 3272320

Serial No. 78937472

3. CORE RHYTHMS (REGISTERED IN JAPAN PATENT OFFICE)

Registration No. (Japanese) 5173796

Registration No. (English) 5173797

4. CORE RHYTHMS (REGISTERED UNDER THE MADRID SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS)

Registration No. 954473

Nice Classification 09