900214694 02/14/2012

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
Daymon Design Inc.		02/13/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Daymon Worldwide Inc.	
Street Address:	700 Fairfield Avenue	
City:	Stamford	
State/Country:	CONNECTICUT	
Postal Code:	06902	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark	
Registration Number:	3887797	BE HEARD WORLDWIDE	
Registration Number:	3887800	BE HEARD WORLDWIDE	
Serial Number:	85370482	DAYMON DESIGN	

CORRESPONDENCE DATA

Fax Number: (212)336-8001 212-336-8000 Phone:

ptodocket@arelaw.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

via US Mail.

Correspondent Name: Philip H. Gottfried, Esq. 90 Park Avenue, 21st Floor Address Line 1: Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	28468/1
NAME OF SUBMITTER:	Philip H. Gottfried, Esq.

REEL: 004716 FRAME: 0824

TRADEMARK

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Signature:	/Philip H. Gottfried/
Date:	02/14/2012
Total Attachments: 3 source=Daymon Design asst#page1.tif source=Daymon Design asst#page2.tif source=Daymon Design asst#page3.tif	

TRADEMARK
REEL: 004716 FRAME: 0825

TRADEMARK ASSIGNMENT

WHEREAS, Daymon Design Inc., a corporation organized and existing

under the laws of the State of Delaware, which has an office and place of business at

700 Fairfield Avenue, Stamford, Connecticut 06902, (hereinafter referred to as the

"Assignor"), is the owner of all right, title and interest in the marks, registrations, and

pending application shown on the schedule annexed hereto and identified as an Exhibit

(hereinafter collectively referred to as the "Marks"); and,

WHEREAS, Daymon Worldwide Inc., a corporation organized and existing

under the laws of the State of Delaware, having an office and place of business at

700 Fairfield Avenue, Stamford, Connecticut 06902, (hereinafter referred to as the

"Assignee") is desirous of acquiring all of the right, title and interest of Assignor in and to

the Marks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and

sufficiency of which is hereby acknowledged, Assignor as of the date hereof, does assign,

transfer and deliver all of its right, title and interest in and to the Marks throughout the

world for all goods and services including the registrations and the pending application

of the Exhibit, together with that part of the business of Assignor and with that part of

the goodwill of the business of Assignor connected with the use of and symbolized by

such Marks and registrations and pending application thereof, to Assignee.

The Assignor hereby agrees to sign all additional lawful papers and to

perform all other lawful acts which the Assignee may reasonably request to make this

505048.1

TRADEMARK REEL: 004716 FRAME: 0826 Assignment fully effective, including without limitation, execution of all other documents necessary to effect the intent of this Assignment. Assignee agrees to pay the expense of preparing any such additional papers.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed by a duly authorized officer of the Assignor on the date which appears below.

Dated:	Stamford,	Connecticut
	February	13 2012

DAYMON DESIGN INC.

Ву:	Si R Jan
•	Brian R. Benson, Secretary

STATE OF CONNECTICUT)	
COUNTY OF Faicheld)	SS.

On this 13th day of February, 2012, before me personally appeared Brian R. Benson to me known who, by me being duly sworn, did depose and say that he was an officer of Assignor on the date on which he executed the above Assignment and that he executed the above Assignment on behalf of such Assignor with full authority to do so.

Jane & Rush Ward Notary Public

> JANET RUTH WARD NOTARY PUBLIC MY COMMISSION EXPIRES FEB. 28, 2015

EXHIBIT

Daymon Design Inc. Assignment of Marks, Registrations and Application to Daymon Worldwide Inc.

	Application	Filing Date	Registration	Registration
Trademark/Service Mark	Number		Number	Date
BE HEARD WORLDWIDE	77/878,819	11/23/2009	3,887,797	12/07/2010
BE HEARD WORLDWIDE and	77/879,082	11/23/2009	3,887,800	12/07/2010
Design				
DAYMON DESIGN	85/370,482	07/13/2011		

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RECORDED: 02/14/2012

TRADEMARK REEL: 004716 FRAME: 0828