

## 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		
Phone:	212-336-8000		
Email:	ptodocket@arelaw.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:	Philip H. Gottfried, Esq.		
Address Line 1:	90 Park Avenue, 21st Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	28468/1		
NAME OF SUBMITTER:	Philip H. Gottfried, Esq.		

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 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



**EXHIBIT**

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

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