

## 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             |
| Multi Media Exposure, Inc.  |  | 01/11/2012     | CORPORATION: NEW JERSEY |
| RECEIVING PARTY DATA  |  |                |                         |
| Name:   | Home Box Office, Inc.                        |                |                         |
| Street Address:   | 1100 Avenue of the Americas                  |                |                         |
| City:   | New York                                     |                |                         |
| State/Country:  | NEW YORK                                     |                |                         |
| Postal Code:  | 10036  |                |                         |
| Entity Type:  | CORPORATION: DELAWARE                        |                |                         |
| PROPERTY NUMBERS Total: 1   |  |                |                         |
| Property Type   | Number                                       | Word Mark      |                         |
| Serial Number:  | 85374600                                     | TB             |                         |
| CORRESPONDENCE DATA   |  |                |                         |
| Fax Number:   | (212)512-5854                                |                |                         |
| Phone:  | 212-512-5134                                 |                |                         |
| Email:  | trademarks@hbo.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:   | Home Box Office, Inc.                        |                |                         |
| Address Line 1:   | 1100 Avenue of the Americas                  |                |                         |
| Address Line 4:   | New York, NEW YORK 10036                     |                |                         |
| ATTORNEY DOCKET NUMBER:   | TB ASSIGNMENT 3                              |                |                         |
| NAME OF SUBMITTER:  | Judith McCool                                |                |                         |
| Signature:  | /judith mccoool/                             |                |                         |

CH \$40.00 85374600

Date:

03/01/2012

Total Attachments: 3

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## TRADEMARK ASSIGNMENT

This Assignment Agreement by and between Multi Media Exposure, Inc. ("ASSIGNOR"), a LLC corporation, located at 150 Morristown Road, Suite 110, Bernardsville, NJ, 07924 and Home Box Office, Inc., a Delaware corporation, with offices at 1100 Avenue of the Americas, New York, New York 10036 ("ASSIGNEE") is made effective as of January 11, 2012.

WHEREAS, ASSIGNOR is the parent company of Forsaken, LLC, ("Forsaken") a Licensee of ASSIGNEE, pursuant to that certain License Agreement dated December 15, 2011,

WHEREAS, ASSIGNOR is the record owner of that U.S. trademark application as set forth in Exhibit A, attached hereto and incorporated herein by reference (the "Mark"), together with the goodwill of the business symbolized thereby.

WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver and contribute to ASSIGNEE all of its rights, title and interest in and to the Mark and that portion of its business directly associated with the Mark (the "Property"), but specifically excluding any other business interest ASSIGNOR has in and to Forsaken, and ASSIGNEE desires to accept said assignment.

NOW, THEREFORE, in consideration of the payment of One Thousand Dollars (\$1,000) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns and delivers to ASSIGNEE all of ASSIGNOR'S right, title and interest of whatever kind in and to the Mark and the Property, together with (1) the goodwill of the business relating to the products in respect upon which the Mark is used and for which a trademark application is currently pending before the U.S. Patent and Trademark Office, but specifically excluding any other business interest ASSIGNOR has in and to Forsaken; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation damages and payments for past, present or future infringements and misappropriations of the Mark, but specifically excluding any monies due or payable to ASSIGNOR in connection with any other interest ASSIGNOR may have in Forsaken; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.


ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing or vesting in ASSIGNEE full right, title and interest in the Mark and that

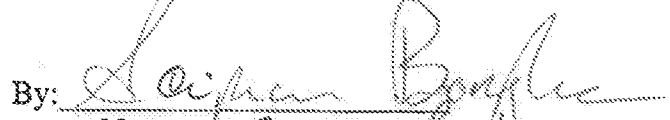
ASSIGNOR will not engage in any action that will challenge, or be detrimental to the validity of the Mark after the completion of the assignment.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this assignment to be executed by each of their duly authorized officers, as of the day and year first above written.

HOME BOX OFFICE, INC.

MULTI MEDIA EXPOSURE, INC.

By:   
Name: Judith McCool  
Title: Vice President & Senior Counsel

By:   
Name: Stephen Barber  
Title: President

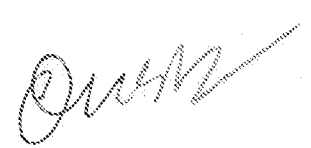


EXHIBIT A

| Serial Number | Mark |
|---------------|------|
| 85/374,600    | TB   |

