

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
Psyop, Inc.		01/01/2012	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Psyop Media Company, LLC		
Street Address:	124 Rivington Street		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10002		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3611286	PSYOP	
CORRESPONDENCE DATA			
Fax Number:	(212)888-7324		
Phone:	212 207 8400		
Email:	gcunningham@kmolllp.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:	Geraldine Cunningham		
Address Line 1:	415 Madison Avenue		
Address Line 2:	Kavanagh Maloney & Osnato LLP		
Address Line 4:	New York, NEW YORK 10017		
NAME OF SUBMITTER:	Thomas Boyle, CFO		
Signature:	/Thomas Boyle, CFO/		
Date:	03/06/2012		

OP \$40.00 3611286

Total Attachments: 4

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JANUARY 1, 2012

PSYOP, INC.

to

PSYOP MEDIA COMPANY, LLC

SERVICE MARK ASSIGNMENT

{00214796;v1}

TRADEMARK
REEL: 004731 FRAME: 0371

SERVICE MARK ASSIGNMENT made as of January 1, 2012, from Psyop, Inc., a New York corporation, whose principal office is 124 Rivington Street, New York, NY 10002 (the "Assignor") to Psyop Media Company, LLC, a Delaware limited liability company, whose principal office is 124 Rivington Street, New York, NY 10002 (the "Assignee").

WHEREAS:

(A) The Assignor has adopted, used and is using, and is the beneficial and registered owner of the United States of America service mark described in Schedule A hereto (the "Mark").

(B) The Assignor has agreed to assign the Mark to the Assignee for the consideration set out in this Assignment.

IT IS AGREED AS FOLLOWS:

1. In consideration of the sum of \$10.00, the Assignor hereby assigns as legal and beneficial owner to the Assignee all its right, title and interest in and to the Mark, free from any liens, claims or encumbrances, together with all statutory and common law rights attaching thereto, including without limitation the right to sue for damages and other remedies in respect of any infringement or misuse of the Mark which may have occurred prior to the date of this Assignment and to retain any damages obtained as a result of any such action.


2. The Assignor confirms that this Assignment is made with the goodwill attaching to the Mark and with the goodwill of the business in the services for which the Mark is registered and has been used by the Assignor.

3. The Assignor shall execute such further documents and do such further acts as the Assignee may reasonably request from time to time, at the Assignee's expense, by way of further assurance of the rights assigned pursuant to the provisions of this Assignment.

4. This Assignment is governed by and shall be construed in accordance with the laws of the State of New York.

IN WITNESS WHEREOF this Assignment has been executed by the Assignor as of the day and year first above written.

PSYOP, INC.

By: 
Name: Thomas Baylo
Title: CFO

SCHEDULE A

<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Int'l Class</u>	<u>Mark</u>	<u>Service</u>
3,611,286	Apr. 28, 2009	35 & 41	Egg that contains a hand holding an eye-dropper above a young bird with the word "Psyop" below the egg	For: Advertising services, namely, production of special effects in the nature of motion imagery, namely, computer-generated imagery and computer-generated graphics for the production of commercials: post-production services, namely, post-production editing of commercials, in Class 35; For: Entertainment services, namely, production of special effects in the nature of motion imagery, namely, computer-generated imagery and computer generated graphics for use in the production and post-production of motion pictures: post-production services, namely, post production

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editing of motion
pictures, in Class
41

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