

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	02/14/2012

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Persuaders, LLC		03/12/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	The ONE Campaign
Street Address:	1400 Eye Street NW
City:	Washington
State/Country:	DISTRICT OF COLUMBIA
Postal Code:	20005
Entity Type:	Non-Profit Company: DISTRICT OF COLUMBIA

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77969849	(PRODUCT) RED
Serial Number:	85146543	(PRODUCT) RED
Registration Number:	4004417	(PRODUCT) RED
Registration Number:	3858434	(PRODUCT) RED
Registration Number:	3884387	(PRODUCT) RED
Serial Number:	78666830	(PRODUCT) RED
Serial Number:	77393913	(PRODUCT) RED
Serial Number:	78981009	(PRODUCT) RED
Serial Number:	85169565	(PRODUCT) RED
Serial Number:	78980967	(RED)
Registration Number:	3888168	(RED)
Registration Number:	3726784	(RED)

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Serial Number:	78666768	(RED)
Serial Number:	78765008	DO THE (RED) THING
Serial Number:	77393917	DO THE (RED) THING
Registration Number:	3884383	DO THE (RED) THING
Serial Number:	78693606	THE RED CAMPAIGN

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Phone: 212-813-5900
Email: assignments@fzlz.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: ROBERT A. BECKER
Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
Address Line 2: 866 UNITED NATIONS PLAZA
Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	TPER 1109711
NAME OF SUBMITTER:	Robert A. Becker
Signature:	/anca nicolescu/
Date:	03/15/2012

Total Attachments: 2
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CONFIRMATORY ASSIGNMENT

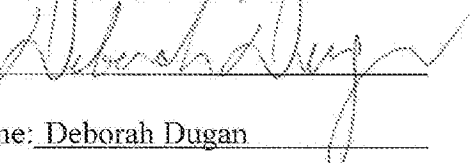
WHEREAS, The Persuaders, LLC, a Delaware limited liability company, with an address at 675 6th Avenue, New York, NY 10010 ("Assignor"), was the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks").

WHEREAS, The ONE Campaign, a District of Columbia non-profit company, located and doing business at 1400 Eye Street NW, Washington, D.C. 20005 ("Assignee"), acquired said Trademarks and all associated goodwill in the Trademarks as part of the acquisition of the ongoing and related business of the Assignor, effective as of February 14, 2012;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, effective as of February 14, 2012, of all right, title and interest in and to the Trademarks and the above-named applications and/or registrations therefor, together with the goodwill of the business symbolized by the Trademarks, and with all claims arising out of or relating to the use or ownership of the Trademarks.

Dated: March 12, 2012

THE PERSUADERS, LLC

By: 

Name: Deborah Dugan

Title: Chief Executive Officer

SCHEDULE

TRADEMARK	SERIAL NO.	REGISTRATION NO.
(PRODUCT) RED	77/969,849	
(PRODUCT) RED	85/146,543	
(PRODUCT) RED	77/982,009	4004417
(Product) RED & Design	78/981,412	3858434
(PRODUCT) RED & Design	77/980,368	3884387
(Product) RED & Design	78/666,830	
(PRODUCT) RED & Design	77/393,913	
(Product) RED & Design	78/981,009	
(Product) RED (stylized)	85/169,565	
(RED)	78/980,967	
(RED)	78/981,434	3888168
(RED)	78/981,263	3726784
(RED)	78/666,768	
DO THE (RED) THING	78/765,008	
DO THE (RED) THING	77/393,917	
DO THE (RED) THING	77/980,333	3884383
THE RED CAMPAIGN	78/693,606	