

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
Beta Records, LLC		03/15/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	1601 Cloverfield Blvd		
Internal Address:	Suite 5000N		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3492292	B	
Registration Number:	3593902	B	
Registration Number:	3593901	B	
Registration Number:	3891700	B	
CORRESPONDENCE DATA			
Fax Number:	3129800728		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	Attn: Trademark Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		

CH \$115.00 3492292

ATTORNEY DOCKET NUMBER:	22552.0701
NAME OF SUBMITTER:	Michael G. Kelber
Signature:	/Michael G. Kelber/
Date:	04/14/2012
Total Attachments: 3 source=EXECUTEDASSIGNMENT2#page1.tif source=EXECUTEDASSIGNMENT2#page2.tif source=EXECUTEDASSIGNMENT2#page3.tif	

Exhibit C

TRADEMARK ASSIGNMENT

This assignment is by and between Beta Records, LLC., a limited liability company organized under the laws of the State of California, having its principal place of business at address 1350 North Highland Avenue, Hollywood, California 90028 ("Assignor"), and Beats Electronics, LLC., a Delaware limited liability company, having its principal place of business at 1601 Cloverfield Blvd, Suite 5000N Santa Monica California 90404 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the design and trademarks listed in Schedule A hereto, including the corresponding U.S. and foreign applications identified in Schedule A and the work of authorship comprised by the trademarks (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by, and work of authorship comprised by, the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth in Schedule A, and the right to sue and collect damages for past infringement of the Trademarks (including any copyrights therein) by any third party.

Assignor
BETA RECORDS, LLC.

Assignee
BEATS ELECTRONICS, LLC.

By: van Handel

By: _____

Name: GEORG VAN HANDEL

Name: _____

Title: CEO

Title: _____

Date: 3/15/2012

Date: _____

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This assignment is by and between Beta Records, LLC., a limited liability company organized under the laws of the State of California, having its principal place of business at address 1350 North Highland Avenue, Hollywood, California 90028 ("Assignor"), and Beats Electronics, LLC., a Delaware limited liability company, having its principal place of business at 1601 Cloverfield Blvd, Suite 5000N Santa Monica California 90404 ("Assignee").

WHEREAS, Assignor is the owner of all right, title and interest in and to the design and trademarks listed in Schedule A hereto, including the corresponding U.S. and foreign applications identified in Schedule A and the work of authorship comprised by the trademarks (collectively, the "Trademarks"); and

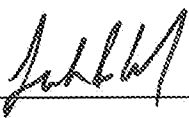
WHEREAS, Assignee is desirous of acquiring the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by, and work of authorship comprised by, the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth in Schedule A, and the right to sue and collect damages for past infringement of the Trademarks (including any copyrights therein) by any third party.

Assignor
BETA RECORDS, LLC.

Assignee
BEATS ELECTRONICS, LLC.

By: _____

By: 

Name: _____

Name: Luke Wood

Title: _____

Title: President

Date: _____

Date: 3.14.12

SCHEDULE A

MARK	INT'L CLASS	JURISDICTION	REGISTRATION NUMBER	REGISTRATION DATE
b logo	041	United States	3,492,292	August 26, 2008
b logo	035	United States	3,593,902	March 24, 2009
b logo	025	United States	3,593,901	March 24, 2009
b logo	009	United States	3,891,700	December 21, 2010

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