

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
Entertainment Publications, LLC		06/06/2012	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Creative Apps USA LLP		
Street Address:	1209 Orange Street		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19801		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1817519	PASSBOOK	
Registration Number:	1831306	PASSBOOK	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	202-857-6000		
Email:	koines.kristen@arentfox.com		
Correspondent Name:	Anthony V. Lupo		
Address Line 1:	1050 Connecticut Ave., NW		
Address Line 2:	Arent Fox LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	021023.00079		
NAME OF SUBMITTER:	Amy Salomon		

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Signature:	/Amy Salomon/
Date:	06/08/2012
Total Attachments: 1 source=PASSBOOK Assignment to be Recorded#page1.tif	

ASSIGNMENT

Whereas ENTERTAINMENT PUBLICATIONS, LLC, a Delaware limited liability company whose address is 1414 E. Maple Road, Troy, MI 48083 ("Assignor"), has used and is using the mark PASSBOOK, and owns U.S. registrations No. 1831306 and No. 1817519 of the mark PASSBOOK (together, the "Registrations"); and

Whereas CREATIVE APPS USA LLP, a Delaware limited liability company whose address is 1209 Orange Street, Wilmington, DE 19801 ("Assignee"), desires to acquire all of Assignor's rights in the mark PASSBOOK (the "Mark"), the Registrations, and the goodwill of the business connected with the use of and symbolized by the Mark.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee all of Assignor's right, title, and interest in and to the Mark, the Registrations, any other rights, registrations, or applications that Assignor may have or claim in the Mark, and the goodwill connected with the use of and symbolized by the Mark.

ENTERTAINMENT PUBLICATIONS, LLC

By: Michael Periard

Name: Michael Periard

Title: EVP & CFO

Date: June 6, 2012

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