

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
Matrix Direct, Inc.		06/21/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	American International Group, Inc.		
Street Address:	180 Maiden Lane		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10038		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4073475	DIE STRONG	
CORRESPONDENCE DATA			
Fax Number:	6463839368		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212-770-3446		
Email:	elizabeth.pearce@aig.com		
Correspondent Name:	Elizabeth R Pearce		
Address Line 1:	80 Pine Street		
Address Line 2:	13th Floor		
Address Line 4:	New York, NEW YORK 10005		
ATTORNEY DOCKET NUMBER:	0880-0600-0225		
NAME OF SUBMITTER:	Elizabeth R Pearce		
Signature:	/erp/		

CH \$40.00 4073475

Date:

06/26/2012

Total Attachments: 3

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ASSIGNMENT OF SERVICE MARK FROM MATRIX DIRECT, INC. TO
AMERICAN INTERNATIONAL GROUP, INC.

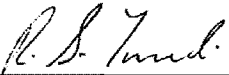
WHEREAS, Matrix Direct, Inc. (hereinafter "Assignor"), a California corporation, having its principal place of business at 9640 Granite Ridge Drive, San Diego, California 92123, has adopted, used and is the owner of the service mark as shown on Schedule A hereto (hereinafter, the "Mark");

WHEREAS, American International Group, Inc. (hereinafter "Assignee"), a Delaware corporation, having its principal place of business at 180 Maiden Lane, New York, New York 10038, is desirous of acquiring the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title, and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and any applications and registrations therefor, and including all common-law and other rights in the Mark, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of the Mark and any applications and registrations therefor prior to the date hereof, and does hereby empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on June 21st 2012
2012.

MATRIX DIRECT, INC.


Name: RIDDHISH TRIVEDI
Title: VP ECOMMERCE & INTERNET

State of California)
County of SAN DIEGO)SS:

On this 21st day of JUNE, 2012 before me, a Notary Public in and for said county, appeared RIDDHISH TRIVEDI, personally known to me to be the same person whose name is subscribed to the foregoing assignment document, and acknowledged that he/she signed and delivered the document as his/her free and voluntary act for the uses and purposes therein set forth.


Notary Public

My commission expires: 5/11/2013



MATRIX DIRECT, INC.

MARK	REG. NO.
DIE STRONG	4073475

6/26/12 9:18 AM