

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
DayGlow LLC		07/31/2012	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	SFX-LIC Operating LLC		
Street Address:	650 Madison Avenue		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10022		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	85613814	BEYONDGLOW	
Serial Number:	85638822	LIFE IN COLOR	
Registration Number:	3569198	DAYGLOW	
Registration Number:	4051072	WORLD'S LARGEST PAINT PARTY	
CORRESPONDENCE DATA			
Fax Number:	2126872329		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	212.682.7474		
Email:	ptomailnewyork@foley.com, abaum@foley.com, dcarnevale@foley.com, spippin@foley.com		
Correspondent Name:	Andrew Baum/Foley & Lardner LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	101998-0101		

OP \$115.00 85613814

NAME OF SUBMITTER:	Andrew Baum
Signature:	/Andrew Baum/
Date:	08/14/2012
Total Attachments: 2 source=DayGlow Assignment#page1.tif source=DayGlow Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Dayglow LLC, a limited liability company organized and existing under the laws of the State of Florida (the "Assignor"), is the owner of all right, title, and interest in and to the trademarks set forth on Schedule A hereto, and all goodwill associated with the foregoing, (the "Marks"); and

WHEREAS, SFX-LLC Operating LLC, a limited liability company organized and existing under the laws of the State of Delaware ("Assignee"), is acquiring substantially all of Assignor's business and goodwill appurtenant to the Marks, and Assignor has agreed to assign the Marks to Assignee;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the right to sue and recover damages and profits for all past, present, and future third-party infringements, if any.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by its duly authorized officer.

Dayglow LLC

By: 

Name: Sebastian Blanco

Title: President

Date of Signature: 2/21/12

[Signature Page to Dayglow LLC Trademark Assignment]

SCHEDULE A

TRADEMARK	SERIAL/REGISTRATION NO.	FILING/REGISTRATION DATE
BEYONDGLOW	85/613,814	May 1, 2012
LIFE IN COLOR	85/638,822	May 30, 3012
DayGlow	3,569,198	February 3, 2009
WORLD'S LARGEST PAINT PARTY	4,051,072	November 1, 2011