

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
PUSSYCAT DOLLS, LLC		06/15/2012	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	PUSSYCAT DOLLS, INC.
Street Address:	450 N. Roxbury Drive, 8th Floor
Internal Address:	c/o Hertz & Lichtenstein, LLP, Attn.: Ken Hertz
City:	Beverly Hills
State/Country:	CALIFORNIA
Postal Code:	90210
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 22

Property Type	Number	Word Mark
Serial Number:	78862918	PCD
Serial Number:	78977808	PUSSYCAT DOLLS
Serial Number:	78862929	PCD
Serial Number:	78862927	PCD
Serial Number:	78862922	PCD
Serial Number:	78862909	PCD
Serial Number:	78862901	PCD
Serial Number:	78199934	PUSSYCAT DOLLS
Serial Number:	77480368	PUSSYCAT DOLLS
Serial Number:	77473262	PCD
Serial Number:	77473227	PCD
Serial Number:	77473247	PCD
Serial Number:	77473275	PCD

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Serial Number:	77480598	PUSSYCAT DOLLS
Serial Number:	77480580	PUSSYCAT DOLLS
Serial Number:	77480563	PUSSYCAT DOLLS
Serial Number:	77480543	PUSSYCAT DOLLS
Serial Number:	77480521	PUSSYCAT DOLLS
Serial Number:	77480512	PUSSYCAT DOLLS
Serial Number:	77480344	PUSSYCAT DOLLS
Serial Number:	77480316	PUSSYCAT DOLLS
Serial Number:	78469223	PUSSYCAT DOLLS

CORRESPONDENCE DATA

Fax Number: 3102283953
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 310.228.3700
Email: rwalsh@smrh.com
Correspondent Name: Jill M. Pietrini
Address Line 1: 1901 Avenue of the Stars, Suite 1600
Address Line 2: c/o Sheppard Mullin Richter & Hampton
Address Line 4: Los Angeles, CALIFORNIA 90067-6017

ATTORNEY DOCKET NUMBER:	32XK-171195
NAME OF SUBMITTER:	Jill M. Pietrini, Esq.
Signature:	/jmp//
Date:	08/29/2012

Total Attachments: 6
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ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment"), dated as of June 15, 2012, is made and entered into by and between PUSSYCAT DOLLS, LLC ("Assignor"), a Delaware limited liability company, as assignor, in favor of PUSSYCAT DOLLS, INC. ("Assignee"), a California corporation, as assignee, with reference to the following facts and circumstances:

WHEREAS, Assignor owns certain rights in and to the PUSSYCAT DOLLS and PCD trademarks and service marks, and all combinations and variations thereof and all logos associated therewith, together with all applications and registrations therefore, including, without limitation, those applications and registrations listed on Exhibit A attached hereto (collectively, the "Marks");

WHEREAS, for valuable consideration, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business associated therewith.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignment of Marks. Assignor hereby sells, transfers and assigns to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business associated therewith and all common law and statutory right, title and interest in and to the Marks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Marks throughout the world. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and service mark registration in connection with the Marks, and to secure in its own name the registrations granted thereon. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Marks.

2. Further Acts. Assignor agrees to execute any additional documents, and take any further actions, necessary or reasonably requested by Assignee, to effect, perfect or evidence the assignment set forth in Section 1 above.

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IN WITNESS WHEREOF, Assignor and Assignee have executed and entered into this Assignment as of the date first written above.

PUSSYCAT DOLLS, LLC, Assignor

PUSSYCAT DOLLS, INC., Assignee

By: *Rand Hoffman*

Name: *Rand Hoffman*

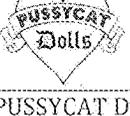
Title: _____

By: *Robin Antu*

Name: *Robin Antu*

Title: _____

EXHIBIT A

Country	Mark	Classes	App. #	Reg. #	Status
Australia	PUSSYCAT DOLLS	03, 09, 14, 16, 18, 25, 28, 35, 41	1240550	1240550	Registered
Australia	PUSSYCAT DOLLS AND DESIGN 	03, 09, 14, 16, 18, 25, 28, 35, 41	1241002	1241002	Registered
Canada	PUSSYCAT DOLLS	03, 09, 14, 16, 18, 25, 28, 35, 41	1399422		Allowed
Canada	PUSSYCAT DOLLS AND DESIGN 	03, 9, 14, 16, 18, 25, 28, 35, 41	1399428		Allowed
China	PUSSYCAT DOLLS AND DESIGN 	03	9340321		Office Action
China	PUSSYCAT DOLLS AND DESIGN 	09	9340452		Pending Application
China	PUSSYCAT DOLLS AND DESIGN 	25	9340532		Pending Application
China	PUSSYCAT DOLLS AND DESIGN 	35	9344255		Office Action
China	PUSSYCAT DOLLS AND DESIGN 	38	9340717		Pending Application
China	PUSSYCAT DOLLS AND DESIGN 	41	9344257		Office Action
European Union	PUSSYCAT DOLLS	03, 09, 14, 16, 18, 25, 28, 35, 41	006912166	0069121686	Registered
European Union	PUSSYCAT DOLLS AND DESIGN 	03, 09, 14, 16, 18, 25, 28, 35, 41	006918536	006918536	Registered

Country	Mark	Classes	App. #	Reg. #	Status
Japan	PUSSYCAT DOLLS	03, 09, 14, 16, 18, 25, 28, 35, 41	2008-37601		Allowed
Japan	PUSSYCAT DOLLS AND DESIGN 	03, 09, 14, 16, 18, 25, 28, 35, 41	2008-37602		Allowed
New Zealand	PUSSYCAT DOLLS	03, 09, 14, 16, 18, 25, 28, 35, 41	789191	789191	Registered
New Zealand	PUSSYCAT DOLLS AND DESIGN 	03, 09, 14, 16, 18, 25, 28, 35, 41	789391	789391	Registered
Taiwan	PUSSYCAT DOLLS AND DESIGN 	03, 09, 25, 35, 38, 41	100018558	01490146	Registered
United States	PCD	03	77473227		Allowed
United States	PCD	09	78862901	3839399	Registered
United States	PCD	14	77473247		Allowed
United States	PCD	16	78862909		Allowed
United States	PCD	18	77473262		Allowed
United States	PCD	25	78862918		Allowed
United States	PCD	28	77473275		Allowed
United States	PCD	35	78862922		Allowed
United States	PCD	41	78862927	4029559	Registered
United States	PCD	43	78862929		Allowed
United States	PUSSYCAT DOLLS	41	78977808	3209782	Registered
United States	PUSSYCAT DOLLS	41, 43	78469223	3617502	Registered
United States	PUSSYCAT DOLLS	09, 16, 25, 35	78199934	3624616	Registered
United States	PUSSYCAT DOLLS AND DESIGN 	03	77480316		Allowed
United States	PUSSYCAT DOLLS AND DESIGN 	09	77480344	3904717	Registered
United States	PUSSYCAT DOLLS AND DESIGN 	14	77480368		Allowed
United States	PUSSYCAT DOLLS AND DESIGN 	16	77480512		Allowed

Country	Mark	Classes	App. #	Reg. #	Status
United States	PUSSYCAT DOLLS AND DESIGN 	18	77480521	4118837	Registered
United States	PUSSYCAT DOLLS AND DESIGN 	25	77480543	4125717	Registered
United States	PUSSYCAT DOLLS AND DESIGN 	28	77480563		Allowed
United States	PUSSYCAT DOLLS AND DESIGN 	35	77480580	4105837	Registered
United States	PUSSYCAT DOLLS AND DESIGN 	41	77480598		Allowed