

## 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
Screenvision Exhibition, Inc.		12/13/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Screenvision Direct, Inc.		
Street Address:	360 Linden Oaks		
City:	Rochester		
State/Country:	NEW YORK		
Postal Code:	14625		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3840021	THE REST OF AMERICA	
Registration Number:	3840020	THE SHOW BEFORE THE SHOW	
Registration Number:	3840019	PREFLIX	
Registration Number:	2808323	UNIQUESCREEN MEDIA	
CORRESPONDENCE DATA			
Fax Number:	2126971559		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-696-8878		
Email:	trademark@curtis.com		
Correspondent Name:	Eric Stenshoel, Curtis, Mallet-Prevost		
Address Line 1:	101 Park Avenue		
Address Line 2:	34th Floor		
Address Line 4:	New York, NEW YORK 10178-0061		
ATTORNEY DOCKET NUMBER:	074710-0500		

CH \$115.00 3840021

NAME OF SUBMITTER:	Eric Stenshoel
Signature:	/ejs/
Date:	12/13/2012
Total Attachments: 1 source=Assignment 1 of USM marks#page1.tif	

**TRADEMARK ASSIGNMENT**

**WHEREAS**, Screenvision Exhibition, Inc. ("Assignor"), a Delaware corporation located at 360 Linden Oaks, Rochester, NY 14625, is the owner of record of the trademark registrations identified on Schedule A below (the "Trademarks"); and

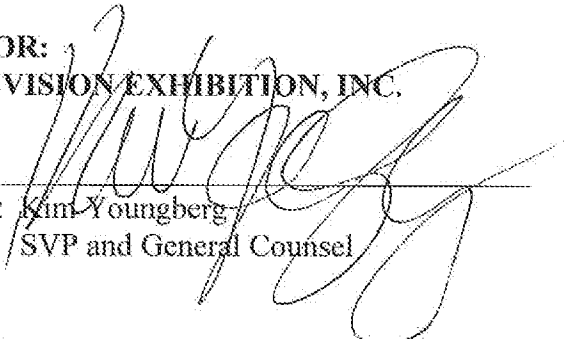
**WHEREAS**, Screenvision Direct, Inc. ("Assignee"), a New York corporation located at 360 Linden Oaks, Rochester, NY 14625, desires to acquire said Trademarks and the goodwill of the business associated therewith;

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the assignor does hereby sell, assign, transfer and set over unto the assignee the entire right, title, and interest in and to the Trademarks in the United States of America, the goodwill of the business associated with said marks, the registrations thereof, and the right to sue for past and future infringement thereof.

This assignment is effective as of December 31, 2011.

**ASSIGNOR:**  
**SCREENVISION EXHIBITION, INC.**

Dated: December 13 2012

By:   
Name: Kim Youngberg  
Title: SVP and General Counsel

**SCHEDULE A**

United States Registrations

Mark	Reg. No.
THE REST OF AMERICA	3,840,021
THE SHOW BEFORE THE SHOW	3,840,020
PREFLIX	3,840,019
UNIQUESCREEN MEDIA	2,808,323