

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
Panavision International, LP		01/30/2013	LIMITED PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Panalux Limited		
Street Address:	12 Waxlow Road		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	NW10 7NU		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4237948	PANALUX	
Registration Number:	4242176	PANALUX	
CORRESPONDENCE DATA			
Fax Number:	3142592020		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	314-259-2000		
Email:	sluspto@bryancave.com, lindsay.cohen@bryancave.com, susan.murphy@bryancave.com		
Correspondent Name:	Lindsay E. Cohen		
Address Line 1:	c/o BRYAN CAVE LLP		
Address Line 2:	211 North Broadway, Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	0323420		
DOMESTIC REPRESENTATIVE			

900246217

TRADEMARK
 REEL: 004956 FRAME: 0783

CH \$65.00 4237948

Name:

Address Line 1:

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Lindsay E. Cohen

Signature:

/Lindsay E. Cohen/

Date:

02/06/2013

Total Attachments: 5

source=USA -- PANALUX -- duly executed Trademark Assignment for recordtion#page1.tif

source=USA -- PANALUX -- duly executed Trademark Assignment for recordtion#page2.tif

source=USA -- PANALUX -- duly executed Trademark Assignment for recordtion#page3.tif

source=USA -- PANALUX -- duly executed Trademark Assignment for recordtion#page4.tif

source=USA -- PANALUX -- duly executed Trademark Assignment for recordtion#page5.tif

U.S. TRADEMARK ASSIGNMENT

This Assignment of trademark rights is effective as of the 30th day of January 2013, by and among PANAVISION INTERNATIONAL, L.P., a Delaware limited partnership located at 6101 Variel Avenue, Woodland Hills, California 91367, United States of America ("Assignor"), and PANALUX LIMITED, a United Kingdom limited company located at 12 Waxlow Road, London, NW10 7NU, United Kingdom, ("Assignee").

WHEREAS, Assignor has adopted, owns and is using certain trade names, trademarks, service marks, and logos, including, but not limited to, the marks identified in Exhibit A (the "Marks"), in the United States of America;

WHEREAS, Assignee owns federal registrations for the Marks on the Principal Register of the United States Patent and Trademark Office as identified on Exhibit A; and

WHEREAS, Assignee desires to acquire all right, title, and interest to the Marks, including all associated goodwill, and the registrations referenced on Exhibit A;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, 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 registrations thereof. Assignee is a successor to the business symbolized by the Marks, and the business is ongoing and existing.

Assignor agrees to take any further action reasonably necessary to assist Assignee in recording the transfer of the Marks and the registrations on Exhibit A.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed and delivered as of the day and year first set forth above.

ASSIGNOR

PANAVISION INTERNATIONAL, L.P.

Date: 2-5-13

By: [Signature]

Name: DERRICK BOSTON

Title: EVP + GENERAL COUNSEL

ASSIGNEE

PANALUX LIMITED

Date: _____

By: _____

Name: _____

Title: _____

U.S. TRADEMARK ASSIGNMENT

This Assignment of trademark rights is effective as of the 30th day of January 2013, by and among PANAVISION INTERNATIONAL, L.P., a Delaware limited partnership located at 6101 Variel Avenue, Woodland Hills, California 91367, United States of America ("Assignor"), and PANALUX LIMITED, a United Kingdom limited company located at 12 Waxlow Road, London, NW10 7NU, United Kingdom, ("Assignee").

WHEREAS, Assignor has adopted, owns and is using certain trade names, trademarks, service marks, and logos, including, but not limited to, the marks identified in Exhibit A (the "Marks"), in the United States of America;

WHEREAS, Assignee owns federal registrations for the Marks on the Principal Register of the United States Patent and Trademark Office as identified on Exhibit A; and

WHEREAS, Assignee desires to acquire all right, title, and interest to the Marks, including all associated goodwill, and the registrations referenced on Exhibit A;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, 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 registrations thereof. Assignee is a successor to the business symbolized by the Marks, and the business is ongoing and existing.

Assignor agrees to take any further action reasonably necessary to assist Assignee in recording the transfer of the Marks and the registrations on Exhibit A.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed and delivered as of the day and year first set forth above.

ASSIGNOR

PANAVISION INTERNATIONAL, L.P.

Date: _____

By: _____

Name: _____

Title: _____

ASSIGNEE

PANALUX LIMITED

Date: 6 FEBRUARY 2013


By: [Signature]

Name: SALMAN SAYDANI

Title: FINANCE DIRECTOR

Exhibit A

Transferred Marks

Mark	Country	Reg. No.	Reg. Date	International Class, Goods, and Services
PANALUX Logo 	UNITED STATES	4,237,948	11/06/2012	<p>Class 09 - Lighting equipment, namely, signal splitters, electric light dimmers, optical dimmer shutters, camera parts and accessories in the nature of light bellows, and parts and fittings for any of the foregoing</p> <p>Class 11 - Lamps, lighting fixtures, light modifying equipment for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions in the nature of filters, light diffusing gels, gobos, light diffusing flags and bounce boards in the nature of boards used to reflect or direct light on a subject; light systems for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions comprised of tungsten lights, fluorescent light fixtures, fluorescent lamps, mercury-halide lights, incandescent lights, lamps, fixtures and modifying equipment, namely, filters, gels, gobos, flags and bounce boards in the nature of boards used to reflect or direct light on a subject; lighting and support equipment for the entertainment industry, namely, combo stands, high rollers, c-stands, light diffusing flags and bounce boards in the nature of boards used to reflect or direct light on a subject, and light diffusing gels; lighting equipment, namely, filters for photographic, cinematographic, video and performing arts lighting, filter holders for photographic, cinematographic, video and performing arts lighting, hoods for lighting fixtures, diffusers, lamp shades, light reflectors, filters for photographic, cinematographic, video and performing arts lighting in the nature of bellows for use on lights, light diffusers in the nature of bellows, and parts and fittings for any of the foregoing</p> <p>Class 35 - Procurement, namely, purchasing audio visual equipment, lighting equipment, power generation equipment, staging and support equipment, transportation equipment and studios for others in the media production industry; purchasing and procurement services, namely, procuring of contracts for others for the purchase of goods, labor and contracting services; distributorship services in the field of audio visual equipment, lighting equipment, power generation equipment, staging and support equipment, transportation equipment and studios for the media production industry</p> <p>Class 39 - Rental of power distribution equipment, truss, electric motors, grip equipment, clamps, cables, splitters, controllers, distributors, circuit breakers, transformers, cables ramps, generators and parts and fittings for any of the foregoing</p>

Mark	Country	Reg. No.	Reg. Date	International Class, Goods, and Services
				<p>Class 41 - Entertainment services, namely, lighting production services and technical crew services for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions; rental of audio-visual equipment and stage facilities for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes; rental of lighting equipment, stands, dimmers, sound systems, vision projection systems, movie projectors, slide projectors, video projectors, lamp projectors, dimmer shutters, filters, filter holders, hoods, bellows, diffusers, shades, reflectors, and parts and fittings for any of the foregoing for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes; consultation in the field of lighting production services and technical crew services for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions, rental of audio-visual equipment and stage facilities for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes</p>
PANALUX	UNITED STATES	4,242,176	11/13/2012	<p>Class 09 - lighting equipment, namely, signal splitters, electric light dimmers, optical dimmer shutters, light bellows, and parts and fittings for any of the foregoing</p> <p>Class 11 - lamps, lighting fixtures, light modifying equipment for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions in the nature of filters, light diffusing gels, gobos, light diffusing flags and bounce boards in the nature of boards used to reflect or direct light on a subject; light systems for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions comprised of tungsten lights, fluorescent light fixtures, fluorescent lamps, mercury-halide lights, incandescent lights, lamps, fixtures and modifying equipment, namely, filters, gels, gobos, flags and bounce boards in the nature of boards used to reflect or direct light on a subject; lighting and support equipment for the entertainment industry, namely, combo stands, high rollers, c-stands, light diffusing flags and bounce boards in the nature of boards used to reflect or direct light on a subject, and light diffusing gels; lighting equipment, namely, filters for photographic, cinematographic, video and performing arts lighting, filter holders for photographic, cinematographic, video and performing arts lighting, hoods for lighting fixtures, diffusers, lamp shades, light reflectors and parts and fittings for any of the foregoing</p> <p>Class 35 - procurement, namely, purchasing audio visual equipment, lighting equipment, power generation equipment, staging and support equipment, transportation equipment and studios for others in the media production industry; purchasing and procurement services, namely, procuring of contracts for others for the purchase of goods, labor and contracting services; distributorship services in the field of audio visual equipment, lighting equipment, power generation equipment,</p>

Mark	Country	Reg. No.	Reg. Date	International Class, Goods, and Services
				<p>staging and support equipment, transportation equipment and studios for the media production industry</p> <p>Class 39 - rental of power distribution equipment, truss, electric motors, grip equipment, clamps, cables, splitters, controllers, distributors, circuit breakers, transformers, cable ramps, generators and parts and fittings for any of the foregoing</p> <p>Class 41 - entertainment services, namely, lighting production services and technical crew services for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions; rental of audio-visual equipment and stage facilities for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes; rental of lighting equipment, stands, dimmers, sound systems, vision projection systems, movie projectors, slide projectors, video projectors, lamp projectors, dimmer shutters, filters, filter holders, hoods, bellows, diffusers, shades, reflectors, and parts and fittings for any of the foregoing for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes; consultation in the field of lighting production services and technical crew services for use in cinematographic, theatrical, performing arts, sporting events, broadcast and other event productions, rental of audio-visual equipment and stage facilities for television, video, cinematographic, stage, exhibitions, sporting events and other visual and performing arts purposes</p>