

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
Beats Electronics, LLC		02/14/2013	LIMITED LIABILITY COMPANY:
RECEIVING PARTY DATA			
Name:	Daisy, LLC		
Street Address:	1601 Cloverfield Blvd		
Internal Address:	Suite 5000N		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85573946	THE SENTENCE	
CORRESPONDENCE DATA			
Fax Number:	3129800728		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	22552.0701		
NAME OF SUBMITTER:	Michael Kelber		
Signature:	/Michael Kelber/		

CH \$40.00 85573946

Date:

02/20/2013

Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of this 14th day of February, 2013 (the "Effective Date") by and between Beats Electronics, LLC, a Delaware limited liability company ("Assignor"), and Daisy, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor has filed applications to register the trademarks identified on Schedule A attached hereto, including without limitation all common law rights therein, US and foreign applications therefor, and all goodwill associated therewith and symbolized thereby (collectively, the "Trademarks");

WHEREAS, Assignor and Assignee have entered into a Contribution Agreement, dated January 16, 2013 (the "Contribution Agreement"), pursuant to which Assignor has agreed to contribute, transfer, convey, assign and deliver, and Assignee has agreed to acquire, the Contributed Assets (as defined in the recitals of the Contribution Agreement), which include the Trademarks; and

WHEREAS, in connection with the Contribution Agreement, Assignee is the successor to the business of Assignors, or the portion thereof, to which the Trademarks pertain, and that business is ongoing and existing and was ongoing and existing as of the effective date of this Agreement, in accordance with 15 USC § 1060, and Assignee has a bona fide intent to use the Trademarks in its business;

WHEREAS, in order to effectuate Assignor's contribution of the Trademarks under the Contribution Agreement, Assignor wishes to transfer and assign to Assignee, and Assignee desires to accept the transfer and assignment of, Assignor's entire right, title and interest in and to the Trademarks, together with the goodwill associated with the Trademarks, and any applications therefor, Assignor is executing this instrument of assignment.

NOW, THEREFORE, Assignor, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to Assignee, and Assignee hereby accepts the assignment and transfer of, all right, title and interest in and to the Trademarks, together with the goodwill of the business to which the Trademarks pertain, the applications therefor, and the right to sue and recover for any past infringements of the marks.

IN ADDITION, Assignor covenants and agrees, at Assignee's expense, to execute or cause execution of any further assurance of title to any of the Trademarks, and to, upon the request of Assignee, deliver, or cause to be delivered, and execute, or cause to be executed, all papers that may be necessary or desirable to perfect the title to the Trademarks in Assignee, its successors, assigns or any other legal representatives. This Assignment is subject to and controlled by the terms of the Contribution Agreement, and in the event of any conflict or inconsistency between the terms of the Contribution Agreement and the terms hereof, the terms of the Contribution Agreement shall govern. The scope of this Agreement is worldwide and is governed by and construed according to the laws of the State of Delaware. This Agreement may be executed in counterparts, each of which may serve as an original as to the party signing it.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of the Effective Date.

BEATS ELECTRONICS, LEC

By: 

Name: Scott Henry

Title: Chief Financial Officer

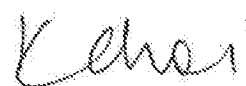
NOTARIAL CERTIFICATE

STATE OF CALIFORNIA)
) ss:
COUNTY OF LOS ANGELES)

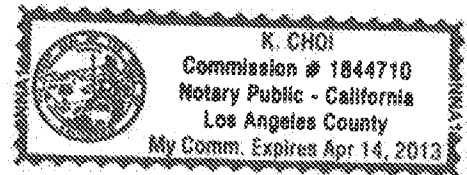
On this 14th day of February, in the year 2013, before me, K. Choi, notary public, personally appeared Scott Henry, who proved on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.

Signature 

[Seal]



(Trademark Assignment)

IN WITNESS WHEREOF, Assignee has executed this Assignment as of the Effective Date.

DAISY, LLC

By: [Signature]

Name: IAN ROGERS

Title: CEO

NOTARIAL CERTIFICATE

STATE OF CALIFORNIA)
COUNTY OF Los Angeles) ss:

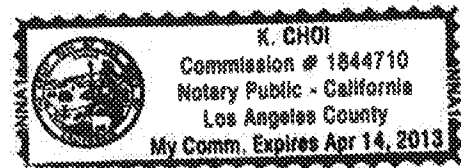
On this 15th day of FEBRUARY, in the year 2013, before me, K. Choi, Notary Public, personally appeared Ian Rogers, who proved on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under penalty of perjury under the laws of the State of California that the foregoing paragraph is true and correct.

Witness my hand and official seal.

Signature [Signature]

[Seal]



(Trademark Assignment)

SCHEDULE A

Country	Trademark	Classes	Status	App. No.	Filing Date
Australia	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Published	1515603	18-Sep-2012
Canada	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	1594719	18-Sep-2012
Switzerland	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	61150/2012	18-Mar-2012
China (People's Republic)	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	TBD	19-Sep-2012
European Community	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	1195666	17-Sep-2012
Hong Kong	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	30238237	19-Sep-2012
Japan	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	TBD	19-Sep-2012
Korea, Republic of	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	45-2012-4762	18-Sep-2012
Norway	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	201209925	19-Sep-2012
Taiwan	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	101053462	19-Sep-2012
United States of America	THE SENTENCE	09 INT., 16 INT., 38 INT., 41 INT., 42 INT.	Pending	85573946	19-Mar-2012