

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
Lions Gate Television, Inc.		05/09/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lions Gate Entertainment Inc.		
Street Address:	2700 Colorado Boulevard, Suite 200		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3341791	MAD MEN	
CORRESPONDENCE DATA			
Fax Number:	3102283953		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
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 4:	Los Angeles, CALIFORNIA 90067-6017		
ATTORNEY DOCKET NUMBER:	01RS-172016-NW19		
NAME OF SUBMITTER:	Jill M. Pietrini		
Signature:	//jmp//		
Date:	05/10/2013		
Total Attachments: 1 source=TM Assignment - MAD MEN - Class 41#page1.tif			

CH \$40.00 3341791

900254845

**TRADEMARK
 REEL: 005024 FRAME: 0883**

ASSIGNMENT OF TRADEMARK

This assignment is made by and between Lions Gate Television, Inc., a Delaware corporation, having its principal place of business at 2700 Colorado Boulevard, Suite 200, Santa Monica, California 90404 (hereinafter "Assignor"), and Lions Gate Entertainment Inc., a Delaware corporation, having its principal place of business at 2700 Colorado Boulevard, Suite 200, Santa Monica, California 90404 (hereinafter "Assignee").

WHEREAS, Assignor owns all rights, title and interest in and to the trademark and the United States Registration thereof identified below (the "Mark" or the "Registration"), along with the goodwill of the business appurtenant to said Mark:


<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MAD MEN	3,341,791	November 20, 2007

WHEREAS, Assignor has agreed to assign all right, title, and interest in the Mark and the Registration to Assignee, including the goodwill associated with the Mark and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized by the Mark, and any and all claims, demands, and causes of action for infringement, of the Mark, past, present, and future, and all of the proceeds from the foregoing. Assignor agrees never to challenge the validity or ownership of the Mark or Registration.

Signed at Santa Monica, California effective this 9 day of May, 2013.

LIONS GATE TELEVISION, INC.



Kevin Beggs
President of TV Programming & Production

SMRH-088413285.1