

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT										
EFFECTIVE DATE:	01/01/2012										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Psyop, Inc.</td> <td></td> <td>01/01/2012</td> <td>CORPORATION: NEW YORK</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Psyop, Inc.		01/01/2012	CORPORATION: NEW YORK
Name	Formerly	Execution Date	Entity Type								
Psyop, Inc.		01/01/2012	CORPORATION: NEW YORK								
RECEIVING PARTY DATA											
Name:	MassMarket Media Services, LLC										
Street Address:	124 Rivington Street										
City:	New York										
State/Country:	NEW YORK										
Postal Code:	10002										
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3635286</td> <td>MASSMARKET</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3635286	MASSMARKET		
Property Type	Number	Word Mark									
Registration Number:	3635286	MASSMARKET									
CORRESPONDENCE DATA											
Fax Number:	6502130260										
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>											
Phone:	(650) 812-1300										
Email:	patrademarks@manatt.com										
Correspondent Name:	Gail I. Nevius Abbas, Esq.										
Address Line 1:	1841 Page Mill Rd., Suite 200										
Address Line 2:	Manatt, Phelps & Phillips, LLP										
Address Line 4:	Palo Alto, CALIFORNIA 94304										
ATTORNEY DOCKET NUMBER:	45392-031(3131)MASSMARKET										
NAME OF SUBMITTER:	Patricia Picou Green, Paralegal										

Signature:	/Patricia Picou Green/
Date:	06/04/2013
Total Attachments: 2 source=MASSMARKET - nunc pro tunc assignment doc#page1.tif source=MASSMARKET - nunc pro tunc assignment doc#page2.tif	

**NUNC PRO TUNC ASSIGNMENT OF TRADEMARK AND
UNITED STATES REGISTRATION THEREOF**

This assignment is made by and between Psyop, Inc., a New York corporation having a place of business at 124 Rivington Street, New York, NY 10002, (Assignor) and MassMarket Media Services, LLC, a Delaware Limited Liability Company, with its principal place of business at 124 Rivington Street, New York, NY 10002, USA, (Assignee).

WHEREAS, on or before January 1, 2012 (hereinafter the Effective Date), the trademark and the United States Registration identified below (hereinafter the Mark and Registration) were acquired by Assignee:

Trademark	Registration No.	Issue Date
MASSMARKET	3,635,286	June 9, 2009

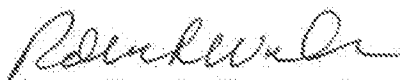
WHEREAS, Assignor desires to formalize its transfer of the entire right, title and interest in and to the Mark and Registration, and the attendant goodwill symbolized thereby, nunc pro tunc the Effective Date, and further desires to reflect such transfer in the records of the United States Patent and Trademark Office.

NOW THEREFORE, TO WHOM IT MAY CONCERN, be it known that Assignor does hereby expressly acknowledge its prior assignment of the Mark and Registration to Assignee on the Effective Date, and for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its successors, assigns and legal representatives, nunc pro tunc the Effective Date, the full and entire right, title and interest in and to the Mark and Registration, and the attendant goodwill symbolized thereby, the same to vest in Assignee immediately.

[Signature page follows]

IN WITNESS WHEREOF, Assignor has caused this instrument to be executed as of the Effective Date by its duly authorized representative, who hereby acknowledges the aforesaid prior assignment.

PSYOP, INC.

By: 
Robert T. Walston,
President