

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
News America Incorporated		06/26/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Star India Private Limited		
Street Address:	Star House, Off Dr. E., Moses Road		
City:	Mahalaxmi, Mumbai		
State/Country:	INDIA		
Postal Code:	400 011		
Entity Type:	CORPORATION: INDIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	85507712	LIFE OK	
Serial Number:	85507667		
Serial Number:	85507695		
CORRESPONDENCE DATA			
Fax Number:	7036106200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	7036106100		
Email:	boxip@hoganlovells.com		
Correspondent Name:	Timothy J. Lyden		
Address Line 1:	7930 Jones Branch Drive, 9th Floor		
Address Line 2:	Attn: Box Intellectual Property		
Address Line 4:	McLean, VIRGINIA 22102		
ATTORNEY DOCKET NUMBER:	091699		

DOMESTIC REPRESENTATIVE

900261091

TRADEMARK
 REEL: 005074 FRAME: 0080

CH \$90.00 85507712

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:	Timothy J. Lyden
Signature:	/Timothy J. Lyden/
Date:	07/19/2013

Total Attachments: 5

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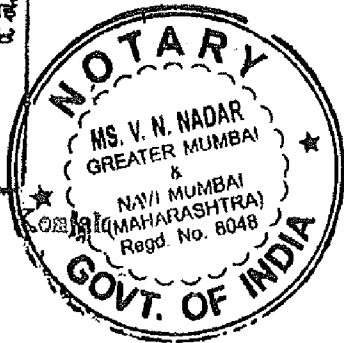
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महाराष्ट्र MAHARASHTRA
 धान मुद्रांक कार्यालय, मुंबई
 ए. व्ही. विद्येश्वरराव, ६६४

22 MAY 2013

शम आधकार



Choti P. P.

वि. महाराष्ट्र संश्लेषण अर्थ संश्लेषण ऑफिस
 को. ऑप वॉक लि., मंत्रालय, मुंबई - ४०० ०१९, 323592
 एन. एन. व्ही. न्यायिक - ६९४
 क्रमांक - ७७७ दिनांक -
 उच्च न्यायलय
 12 JUN 2013
 यमु न्यायिक
 विकला.

STAR INDIA PVT. LTD. 1
 STAR HOUSE,
 OFF DR. E. MOSES ROAD,
 MAHALAXMI, MUMBAI - 400 011.

मुद्रांक विक्रेता
 नेहा शंभू गावकवार

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of this 20th day of May, 2013 by and between News America Incorporated, a Delaware corporation having a place of business at 1211 Avenue of the Americas, New York, NY 10036 ("Assignor"), and Star India Private Limited, an Indian corporation having a registered office at Star House, Off Dr. E., Moses Road, Mahalaxmi, Mumbai, 400 011, India ("Assignee").

WHEREAS, Assignor has agreed to sell, convey, assign and transfer to Assignee all of Assignor's right, title and interest in the trademarks containing the words "Life O!" and the related design, including, but not limited to, the trademark applications set forth on Schedule A attached hereto, together with the goodwill of the business symbolized thereby (the "Trademarks"); and

lg



WHEREAS, Assignee is successor to that part of Assignor's business to which the Trademarks pertain and/or in which Assignor has a bona fide intent to use the Trademarks, and that business is ongoing and existing.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

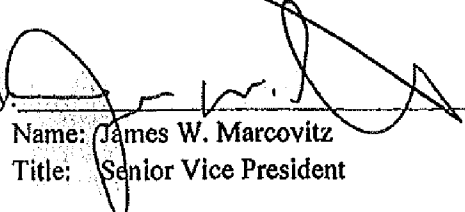
1. **Assignment**. Assignor hereby sells, conveys, assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks and any and all goodwill of the business symbolized thereby, including all common law rights and rights therein provided by international conventions and treaties, and the right to sue for past, present and future infringement thereof.
2. **Further Assurances**. Assignor shall, and shall cause its affiliates to, take all further actions, and provide to Assignee all such reasonable cooperation and assistance (including, without limitation, the execution and delivery of any and all affidavits, declarations, oaths, samples, exhibits, specimens, assignments, powers of attorney or other documentation), reasonably requested by Assignee, at Assignee's cost and expense, to more fully and effectively effectuate the purposes of this Assignment, including, without limitation, with respect to the implementation or perfection of this Assignment, the execution and delivery of assignments in recordable form necessary to assign such rights.




Direction to Record. Assignor hereby requests the Commissioner of Patents and Trademarks to record Assignee as the assignee and owner of the Trademarks.

IN WITNESS WHEREOF, Assignor and Assignee have each caused this Assignment to be executed as of the date first written above by its duly authorized representative.

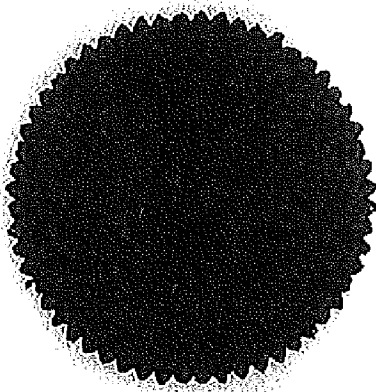
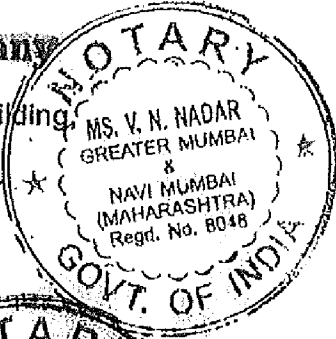
NEWS AMERICA INCORPORATED

By: 
Name: James W. Marcovitz
Title: Senior Vice President


STAR INDIA PRIVATE LIMITED

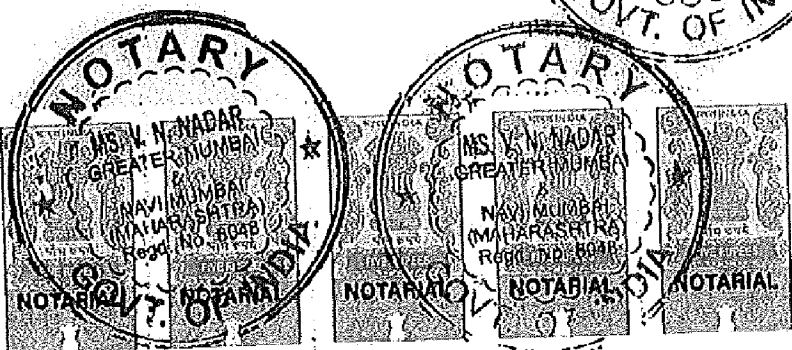
By: 
Name: Sanjay Jain
Title: *President & Chief Financial Officer*

S. L.
Kadam & Company
Advocates
305, 3rd Floor, Yusuf Building,
M. G. Road, Fort,
Mumbai - 400 023.



ATTESTED BY ME


MS. V. N. NADAR
B.A., LL.B
ADVOCATE HIGH COURT &
NOTARY GOVT. OF INDIA
203/89, GULMOHAR OBEROICHS
SECTOR-6, KOPAR KHAIRANE
NAVI MUMBAI - 400 709



24 JUN 2013



NOTARIAL CERTIFICATION

CITY OF NEW YORK)
) :ss:
COUNTY OF NEW YORK)

On this 26th day of June, 2013, appeared before me James W. Marcovitz, being by me duly sworn did depose and say that he/she is the Senior Vice President of News America Incorporated, a Delaware corporation, and whose signature appears on the foregoing instrument.

Witness my signature and official seal.

Elaine R. Steelman
NOTARY PUBLIC

ELAINE R STEELMAN
NOTARY PUBLIC-STATE OF NEW YORK
No. 01ST6203067
Qualified in New York County
My Commission Expires March 30, 2014

SCHEDULE A

Country	Trademark	App. No.
United States	LIFE OK	85/507,712
United States	LIFE OK	85/507,667
United States	LIFE OK	85/507,695

