

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
Media World, LLC		09/03/2012	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	UMG Recordings, Inc.		
Doing Business As:	Universal Music Latin America		
Street Address:	1425 Collins Avenue		
City:	Miami Beach		
State/Country:	FLORIDA		
Postal Code:	33139		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85701875	UPLAYHD	
CORRESPONDENCE DATA			
Fax Number:	2122468959		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	2127081800		
Email:	gdeluca@ladas.com		
Correspondent Name:	Michael A. Cornman, Esq.		
Address Line 1:	1040 Avenue of the Americas		
Address Line 2:	6th Floor		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	1T12645178:TMU		
NAME OF SUBMITTER:	Michael A. Cornman		

CH \$40.00 85701875

Signature:	/Michael A. Cornman/
Date:	09/19/2013
Total Attachments: 1 source=UPLAYHD Assignment Executed#page1.tif	

ASSIGNMENT

WHEREAS, Media World, LLC, a limited liability company organized under the State of Florida, located and doing business at 7291 NW 74th Street, Miami, FL 33166 has intended to use the mark UPLAYHD (stylized) in commerce for entertainment services, namely, production and distribution of television programming distributed over cable television, satellite television and internet networks, and has filed an application, now assigned Serial No. 85/701,875, indicating that intention, but has not yet filed an allegation of use;

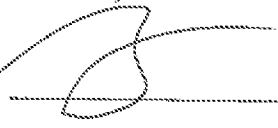
WHEREAS, applicant is assigning the mark in the above-identified application as part of the portion of the business to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, UMG Recordings, Inc. d/b/a Universal Music Latin America, a corporation organized and existing under the laws of the State of Florida, located and doing business at 1425 Collins Ave., Miami Beach, FL 33139, the successor of the ongoing and existing portion of the business to which the mark pertains, is desirous of acquiring said trademark and the pending intent-to-use application Serial No. 85/701,875 therefor;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Media World, LLC does hereby assign to UMG Recordings, Inc. d/b/a Universal Music Latin America all right, title and interest in and to the trademark UPLAYHD (stylized) and the goodwill of business symbolized thereby.

Signed at Miami, this 3 day of September 2012.

MEDIA WORLD, LLC

By: 

Name: QUA PRO SARTS

Title: VP NW 1252