

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hollywood Network, Inc.		08/02/2013	CORPORATION:

**RECEIVING PARTY DATA**

<b>Name:</b>	Hollywood Awards, LLC
<b>Street Address:</b>	c/o Reed Smith LLP, 1901 Avenue of the Stars, Suite 700
<b>City:</b>	Los Angeles
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90067-6078
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE

**PROPERTY NUMBERS Total: 25**

Property Type	Number	Word Mark
Registration Number:	2282291	HOLLYWOOD FILM AWARDS
Registration Number:	3150407	HOLLYWOOD AWARDS
Registration Number:	2554285	HOLLYWOOD AWARDS
Registration Number:	2128687	HOLLYWOOD DISCOVERY AWARDS
Registration Number:	2493697	HOLLYWOOD MOVIE AWARDS
Registration Number:	3155897	HOLLYWOOD MOVIE AWARDS
Registration Number:	2515951	HOLLYWOOD MOVIE OF THE YEAR AWARD
Registration Number:	3155940	HOLLYWOOD RED CARPET AWARDS
Registration Number:	3640823	HOLLYWOOD GIVES BACK
Registration Number:	2831493	HOLLYWOOD BREAKTHROUGH AWARDS
Registration Number:	3188312	HOLLYWOOD FASHION AWARDS
Registration Number:	3791315	HOLLYWOOD SPOTLIGHT AWARDS
Registration Number:	3267045	HOLLYWOOD STAR AWARDS
Registration Number:	3589377	GREEN HOLLYWOOD AWARDS

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Registration Number:	3479926	NEW HOLLYWOOD AWARDS
Registration Number:	2950628	HOLLYWOOD EUROPEAN AWARDS
Registration Number:	3128570	HOLLYWOOD FILM AWARDS
Registration Number:	3197717	HOLLYWOOD HALL OF FAME AWARDS
Registration Number:	3982905	HOLLYWOOD HUMANITARIAN AWARDS
Registration Number:	3003022	HOLLYWOOD INTERNATIONAL AWARDS
Registration Number:	3003025	HOLLYWOOD KIDS AWARDS
Registration Number:	3519424	HOLLYWOOD MOBILE AWARDS
Registration Number:	2539390	HOLLYWOOD NETAWARDS
Registration Number:	3044071	HOLLYWOOD WORLD AWARDS
Serial Number:	85598176	HOLLYWOOD TEEN AWARDS

**CORRESPONDENCE DATA**

Fax Number: 2125215450  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: (212) 549-0346  
Email: dcohen@reedsmith.com  
Correspondent Name: Darren B. Cohen  
Address Line 1: Reed Smith LLP, 599 Lexington Avenue  
Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Darren B. Cohen
Signature:	/Darren B. Cohen/
Date:	10/25/2013

Total Attachments: 12  
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## ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (this "Assignment") is made and entered into effective as of August 2, 2013 (the "Effective Date"), by and between Hollywood Network, Inc., a California corporation (the "Assignor"), and Hollywood Awards, LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, the Assignor desires to assign, convey, sell and transfer to the Assignee, and the Assignee desires to acquire, all of the Assignor's right, title and interest in and to all trademarks, trade names and service marks relating to the Hollywood Film Awards © business, including without limitation those listed on Exhibit A hereto, which are registered in the jurisdictions indicated thereon.

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants and agreements contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, the parties hereby agree as follows:

1. Assignment of Trademarks. The Assignor hereby assigns, conveys, sells and transfers to the Assignee the entire right, title and interest of the Assignor in and to the Trademarks, including but not limited to the right to use and deal with the Trademarks in the place of and in substitution for the Assignor as if the Assignee was the original registrant of such Trademarks, along with all right, title and interest in and to: (a) all registrations thereof and applications therefor; (b) all rights of enforcement and causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, dilution, unfair competition, or other violation of the Trademarks; (c) all license agreements, income, royalties, damages and payments and rights thereto now or hereafter due or payable with respect to the Trademarks, including but not limited to the right to recover all damages for infringement of the Trademarks whether such infringement occurred in the past or occurs in the future, as fully as if the Assignor had filed such action in its own name; (d) the goodwill of the business connected with the use of and symbolized by the Trademarks, and that portion of the Assignor's business with which Assignor has a bona fide intent to use the Trademarks identified in any pending United States applications based on intent-to use; (e) all social media profiles and/or content owned and/or maintained by the Assignor, and all passwords, user names and handles for all social media platforms related to the Trademarks including on Facebook, MySpace, Twitter and YouTube; and (f) all rights corresponding thereto throughout the world, for the Assignee's own use and enjoyment, and for the use and enjoyment of the Assignee's successors, assigns or other legal representatives.

2. Recordation or Other Filings. The Assignor shall cooperate with the Assignee to make such filings and recordings with United States and foreign authorities respect to Trademarks registered in such jurisdictions as are required or requested to carry out this Assignment with respect to such Trademarks.

3. Title to Trademarks. The Assignor represents and warrants that (a) it is the sole and exclusive owner of the entire right, title and interest in and to the Trademarks, free and clear of any liens, security interests or other encumbrances; (b) it has the full right and authority to

execute this Assignment and to assign to the Assignee the rights assigned herein; and (c) it has not executed, and will not execute, any agreement or other instrument in conflict herewith.

4. Further Cooperation. The Assignor agrees, promptly upon the written request of the Assignee, to execute and deliver such other or further documents or instruments and to take or cause to be taken such other or further actions as may be necessary to secure to the Assignee or its successors or assigns the rights in the Trademarks hereby transferred, including without limitation any affidavits, testimonies, declarations, oaths, samples, exhibits, specimens and other documentation under the laws of any jurisdiction requested for (a) the preparation and prosecution of any application for registration or renewal of a registration relating to any of the rights assigned herein; (b) the prosecution or defense of any interference, opposition, infringement or other proceedings that may arise in connection with any of the rights assigned herein; (c) the obtaining of any additional protection relating to rights assigned herein that the Assignee reasonably may deem appropriate and that may be secured under the laws now or hereafter in effect in the United States and any application foreign jurisdiction; (d) the implementation or perfection of this Assignment; and (e) the taking of any steps required by the current procedures promulgated by registration authorities in the jurisdictions listed on Exhibit A.

5. General Provisions. This Assignment may be amended, modified or supplemented only by written agreement of the parties. This Assignment shall be binding upon, and inure to the benefit of, the parties and their respective successors in interest and permitted assigns. This Assignment may be executed in counterpart, each which shall be considered one and the same agreement, and may be executed and delivered by facsimile and other electronic means.

6. Governing Law. This Assignment shall be construed, governed by, and enforced in accordance with the laws of the State of California without giving effect to any choice or conflict of law provision or rule.

7. Dispute Resolution. In the event of any dispute under this Agreement, the Parties shall exchange information as appropriate and negotiate diligently and in good faith to resolve the dispute. If not resolved informally, any party may submit the dispute to mediation to be conducted in Los Angeles County, California. If the dispute is not resolved by mediation (or mediation is not conducted), any party may commence litigation, and both Parties submit to the exclusive jurisdiction of, and venue in, the state and federal courts located in Los Angeles County, California. Each party hereby waives any right to trial before a jury.

[signature page follows]

IN WITNESS WHEREOF, each party has executed this Assignment of Trademarks by its duly authorized representative to be effective as of the Effective Date set forth above.

ASSIGNOR:

HOLLYWOOD NETWORK, INC.

By: 

Name: Carlos de Abreu  
Title: President

By: 

Name: Janice Pennington  
Title: Secretary

ASSIGNEE:

HOLLYWOOD AWARDS, LLC

By: 

Name: Angela Cannon  
Title: Manager

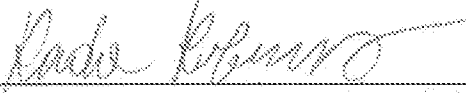
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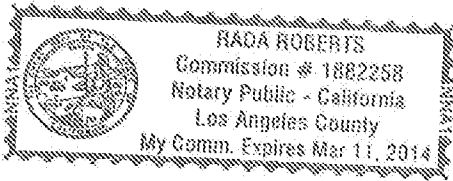
STATE OF CALIFORNIA     )  
  )  
COUNTY OF LOS ANGELES    )

On OCTOBER 10, 2013 before me, RADA ROBERTS, Notary Public, personally appeared CARLOS DE ABREU who proved to me 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/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) 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.

  
\_\_\_\_\_  
, Notary Public



State of California

County of Los Angeles

On OCTOBER 10, 2013 before me, RADA ROBERTS NOTARY PUBLIC  
(Insert Name of Notary Public and Title)  
personally appeared JANICE PENNINGTON

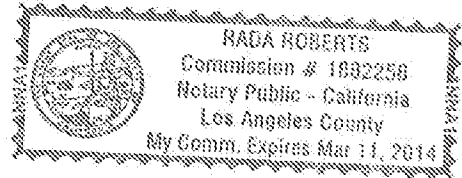
who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) ~~is~~are subscribed to the within instrument and acknowledged to me that he/~~she~~they executed the same in his/~~her~~their authorized capacity(ies), and that by his/~~her~~their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) 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 Rada Roberts

(Seal)



State of California

County of Los Angeles

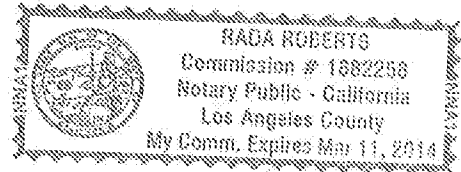
On OCTOBER 10, 2013 before me, RADA ROBERTS NOTARY PUBLIC  
(Insert Name of Notary Public and Title)  
personally appeared ANGELA CANNON

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) 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 Rada Roberts



(Seal)



EXHIBIT A

Trademarks

(see attached)

Mark	Goods and Services	Country	Status	Application/ Registration No.
1. HOLLYWOOD FILM AWARDS	INT. CL. #1 ENTERTAINMENT SERVICES, NAMELY, PROVIDING AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO AND MULTIMEDIA BY USING A GLOBAL COMPUTER NETWORK DATABASE PULLING SYSTEM	US	Renewed (Registered) Supplemental Register USPTO Status: Registered and renewed USPTO Status Date: 25-SEP-2009	App 75495759 Reg 2282291
2. HOLLYWOOD AWARDS	INT. CL. #1 ORGANIZE AND CONDUCT PROGRAMS TO GRANT AWARDS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC RADIO, AND MULTIMEDIA	US	Registered Section 2(F) USPTO Status: Section 2 & 1.5 - accepted and acknowledged USPTO Status Date: 01-NOV-2011	App 76649988 Reg 3159847
3. HOLLYWOOD AWARDS	INT. CL. #1 ORGANIZING AND CONDUCTING ENTERTAINMENT PROGRAMS TO GRANT AWARDS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK	US	Renewed (Registered) Supplemental Register USPTO Status: Registered and renewed USPTO Status Date: 31-MAR-2012	App 76080766 Reg 2554285
4. HOLLYWOOD DISCOVERY AWARDS	INT. CL. #1 ORGANIZING AND CONDUCTING AN ENTERTAINMENT PROGRAM TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA	US	Renewed (Registered) USPTO Status: Registered and renewed USPTO Status Date: 26-JUN-2008	App 75209077 Reg 2128687
5. HOLLYWOOD MOVIE AWARDS	INT. CL. #1 ORGANIZE AND CONDUCT PROGRAMS TO GRANT AWARDS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK	US	Renewed (Registered) Supplemental Register USPTO Status: Registered and renewed USPTO Status Date: 08-FEB-2011	App 76112135 Reg 2493697
6. HOLLYWOOD MOVIE AWARDS	INT. CL. #1 ORGANIZE AND CONDUCT PROGRAMS TO GRANT AWARDS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA	US	Registered Section 2(F) USPTO Status: Section 2 & 1.5 - accepted and acknowledged USPTO Status Date: 19-DEC-2011	App 76650688 Reg 3152897

Mark	Goods and Services	Country	Status	Application/Registration No.
7. HOLLYWOOD MOVIE OF THE YEAR AWARD	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK.	US	Renewed (Registered) Supplemental Register USPTO Status: Registered and renewed USPTO Status Date: 10-NOV-2011	App 76259034 Reg 2312941
8. HOLLYWOOD BEST COSTUME AWARD	INT. CL. 41 ORGANIZE AND CONDUCT PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK.	US	Registered USPTO Status: Section 8 & 15 - accepted and acknowledged USPTO Status Date: 28-MAR-2012	App 76653480 Reg 3135640
9. HOLLYWOOD GIVES BACK	INT. CL. 36 CHARITABLE FUNDRAISING SERVICES	US	Registered USPTO Status: Registered USPTO Status Date: 16-JUN-2009	App 77432707 Reg 3948823
10. HOLLYWOOD BREAKTHROUGH AWARDS	INT. CL. 41 ORGANIZING AND CONDUCTING AWARDS SHOWS TO GRANT AWARDS RECOGNIZING ACHIEVEMENTS IN THE FIELD OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA.	US	Registered USPTO Status: Section 8 & 15 - accepted and acknowledged USPTO Status Date: 27-OCT-2009	App 76875778 Reg 2831493
11. HOLLYWOOD FASHION AWARDS	INT. CL. 41 ORGANIZE AND CONDUCT PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK.	US	Registered Supplemental Register USPTO Status: Section 8 - accepted USPTO Status Date: 05-JAN-2012	App 76653523 Reg 3188512
12. HOLLYWOOD BRITANNIC AWARDS	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA.	US	Registered USPTO Status: Registered USPTO Status Date: 12-MAY-2010	App 77723698 Reg 3791313

Mark	Goods and Services	Country	Status	Application/Registration No.
13. HOLLYWOOD STARR AWARDS	INT. CL. 41 MOVIE THEATRE SERVICES, EDUCATIONAL SERVICES IN THE NATURE OF CONFERENCES AND SEMINARS IN THE FIELD OF SCREEN WRITING AND FILM MAKING, ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, AND NEW MEDIA	US	Registered USPTO Status: Section 8 & 15 - accepted and acknowledged USPTO Status Date: 13-DEC-2012	App 76654899 Reg 3287045
14. GREEN HOLLYWOOD AWARDS	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS AND CONTESTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF RENEWABLE ENERGY, RESOURCE EFFICIENCY AND WASTE MANAGEMENT	US	Registered Supplemental Register USPTO Status: Registered USPTO Status Date: 10-MAR-2009	App 77459110 Reg 3399377
15. NEW HOLLYWOOD AWARDS	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS AND CONTESTS TO DEMONSTRATE EXCELLENCE IN THE FIELDS OF MUSIC, INTERNET, TELEVISION, RADIO AND FILMS	US	Registered Section 2(F) USPTO Status: Registered USPTO Status Date: 05-AUG-2008	App 77353682 Reg 3479926
16. HOLLYWOOD AWARDS	INT. CL. 41 ENTERTAINMENT SERVICES NAMELY PROVIDING AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA	US	Registered Supplemental Register USPTO Status: Section 8 - accepted USPTO Status Date: 16-MAY-2010	App 76555376 Reg 2930628
17. HOLLYWOOD FILM AWARDS	INT. CL. 41 ORGANIZE AND CONDUCT PROGRAMS TO GRANT AWARDS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO, AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK AND TELEVISION	US	Registered Section 2(F) USPTO Status: Section 8 & 15 - accepted and acknowledged USPTO Status Date: 21-DEC-2011	App 76646165 Reg 3134570
18. HOLLYWOOD AWARDS OF THREE ABBIES	INT. CL. 41 ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TV, MUSIC AND NEWS MEDIA	US	Registered Supplemental Register USPTO Status: Section 8 - accepted USPTO Status Date: 31-MAR-2012	App 76653238 Reg 3197717

Mark	Goods and Services	Country	Status	Application/ Registration No.
19. Hollywood Humanitarian Awards	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF CHILDRENS HEALTH, CONFLICT RESOLUTION, COMMUNITY AND HUMAN RIGHTS ACTIVISM, LITERACY AND PHILANTHROPY	US	Registered Supplemental Register USPTO Status: Registered USPTO Status Date: 21-JUN-2011	App 83185667 Reg 3962905
20. HOLLYWOOD INTERNATIONAL AWARDS	INT. CL. 41 MOVIE THEATRE SERVICES, EDUCATIONAL SERVICES IN THE NATURE OF CONFERENCES AND SEMINARS IN THE FIELD OF SCREEN WRITING AND FILM MAKING, ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, AND NEW MEDIA	US	Registered Supplemental Register USPTO Status: Section 8 - accepted USPTO Status Date: 30-SEP-2011	App 76633325 Reg 3003022
21. HOLLYWOOD KIDS AWARDS	INT. CL. 41 MOVIE THEATRE SERVICES, EDUCATIONAL SERVICES IN THE NATURE OF CONFERENCES AND SEMINARS IN THE FIELD OF SCREEN WRITING AND FILM MAKING, ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, AND NEW MEDIA	US	Registered Supplemental Register USPTO Status: Section 8 - accepted USPTO Status Date: 29-SEP-2011	App 76635870 Reg 3003025
22. HOLLYWOOD MURIEL AWARDS	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS AND CONTESTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF FILM AND MUSIC	US	Registered Partial Section 2(F) USPTO Status: Registered USPTO Status Date: 21-OCT-2008	App 7153327 Reg 3519424
23. HOLLYWOOD NETAWARDS	INT. CL. 41 ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENT IN THE FIELDS OF MOTION PICTURES, TELEVISION, MUSIC, RADIO AND MULTIMEDIA TO RECIPIENTS CHOSEN VIA A GLOBAL COMPUTER NETWORK	US	Renewed (Registered) USPTO Status: Registered and renewed USPTO Status Date: 13-MAR-2012	App 76029984 Reg 2537950

Mark	Goods and Services	Country	Status	Application/Registration No.
24. HOLLYWOOD WORLD AWARDS	INT. CL. 41 MOVIE THEATRE SERVICES; EDUCATIONAL SERVICES IN THE NATURE OF CONFERENCES AND SEMINARS IN THE FIELD OF SCREEN WRITING AND FILM MAKING; ENTERTAINMENT SERVICES, NAMELY, ORGANIZING AND CONDUCTING AWARDS PROGRAMS TO RECOGNIZE ACHIEVEMENTS IN THE FIELDS OF MOTION PICTURES, TELEVISION, AND NEW MEDIA	US	Registered USPTO Status Section 8 & 15 - accepted and acknowledged USPTO Status Date: 22-FEB-2011	App 76522152 Reg 3644371
25. HOLLYWOOD TEEN AWARDS	INT. CL. 41 PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS AND CONTENTS TO DEMONSTRATE EXCELLENCE IN THE FIELD OF ACTING, SINGING, FILM, INTERNET, MUSIC, TELEVISION, AND RADIO	US	Pending Section 2(f) Intent to Use USPTO Status: Non-final action - mailed USPTO Status Date: 20-FEB-2013	App 85398176