

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
Atlantic Recording Corporation		10/23/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Viva La Rock, Inc.		
Street Address:	11023 McCormick Street, #219		
City:	North Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	91601		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3414342	VIVA LA ROCK	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Amster, Rothstein & Ebenstein LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	94548/7		
NAME OF SUBMITTER:	Anthony F. Lo Cicero		
Signature:	/Anthony F. Lo Cicero/		
Date:	10/29/2013		
Total Attachments: 1 source=VIVALAROCKAssignmentDocument#page1.tif			

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ASSIGNMENT

WHEREAS, Atlantic Recording Corporation, a corporation organized and existing under the laws of the State of Delaware, located at 75 Rockefeller Plaza, New York, New York 10019 ("Assignor"), and Viva La Rock, Inc., a corporation organized and existing under the laws of the State of California, located at 11023 McCormick Street #219, North Hollywood, California 91601 ("Assignee"), are the joint owners of the following trademark and registration thereto (hereinafter, the "Trademark"):

TRADEMARK	U.S. REGISTRATION NO.
VIVA LA ROCK	3,414,342

WHEREAS, Assignor is desirous of assigning all of its ownership interest in and to the Trademark to Assignee, and Assignee is desirous of acquiring all of Assignor's ownership interest in and to the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark and the identified registration therefor, and with all claims arising out of, or relating to, the use or ownership of the Trademark.

ATLANTIC RECORDING CORPORATION

By: 

Name: PAUL ROBINSON

Title: VP

Date of Signature: 10/23/12