

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM303886

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Monster, Inc.		11/29/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Beats Electronics, LLC		
Street Address:	1601 Cloverfield Blvd		
Internal Address:	Suite 5000N		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3732926		
CORRESPONDENCE DATA			
Fax Number:	3129800728		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com, trademarks@ngelaw.com		
Correspondent Name:	Michael G. Kelber		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 2:	Attn: Patent Administrator		
Address Line 4:	Chicago, ILLINOIS 60602		
NAME OF SUBMITTER:	Michael G. Kelber		
SIGNATURE:	/Michael G. Kelber/		
DATE SIGNED:	05/07/2014		
Total Attachments: 1			
source=Assignment#page1.tif			

CH \$40.00 3732926

TRADEMARK ASSIGNMENT

This trademark assignment is by and between Monster, Inc., a California corporation with an address of 455 Valley Drive, Brisbane, CA 94005 ("Assignor") and Beats Electronics, LLC., a Delaware limited liability company, having an address of 1601 Cloverfield Blvd., Suite 5000N, Santa Monica, CA ("Assignee").

WHEREAS, Assignor claims ownership to all right, title and interest in and to a trademark comprising the color red as applied to cables, including U.S. Reg. No. 3,732,926 and any corresponding foreign marks and registrations (collectively, the "Trademarks"); and

WHEREAS, Assignee is desirous of acquiring the Trademarks.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all right, title and interest in and to the Trademarks, including without limitation the goodwill symbolized by the Trademarks, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, and/or other legal representatives in the registration and application set forth above, and the right to sue and collect damages for past infringement of the Trademarks by any third party.

Monster, Inc.

By: [Signature]

Name: David Tognotti

Title: VP + General Manager

Date: 11/29/12

Beats Electronics, LLC.

By: [Signature]

Name: LUKE WOOD

Title: PRESIDENT & COO

Date: _____

NORDOCS: 1993711.1