

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM331954

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lieberman Research worldwide, LLC		01/01/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	AppliedVR, LLC		
Street Address:	1900 Avenue of the Stars		
Internal Address:	16th Floor		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4590470	APPLIED VIRTUAL REALITY	
Registration Number:	4586238	APPLIEDVR	
Serial Number:	86386173	APPLIEDVR	
CORRESPONDENCE DATA			
Fax Number:	3125693459		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-569-1459		
Email:	IPDOCKETCHICAGO@dbr.com, melissa.dillenbeck@dbr.com		
Correspondent Name:	Drinker Biddle & Reath LLP		
Address Line 1:	191 North Wacker Drive, Suite 3700		
Address Line 2:	c/o Melissa S. Dillenbeck, Esq.		
Address Line 4:	Chicago, ILLINOIS 60606-1698		
ATTORNEY DOCKET NUMBER:	260520-APPLIEDVR LLC		
NAME OF SUBMITTER:	Melissa S. Dillenbeck		
SIGNATURE:	/Melissa S. Dillenbeck/		
DATE SIGNED:	02/12/2015		
Total Attachments: 3			

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UNITED STATES TRADEMARK ASSIGNMENT

This United States Trademark Assignment (the "Assignment") is effective as of January 1, 2015 by and between Lieberman Research Worldwide, LLC, a California limited liability company ("Assignor") and AppliedVR, LLC, a California limited liability company ("Assignee").

WHEREAS, Assignor has adopted, used and is using the trademarks listed on Schedule A hereto (hereinafter, the "Marks"), and owns all right, title and interest to the same, including the goodwill associated therewith;

WHEREAS, Assignor and Assignee have executed a Contribution Agreement effective as of January 1, 2015, pursuant to which Assignor has agreed to assign certain intellectual property to Assignee, including the Marks pursuant to this Assignment;

WHEREAS, Assignee is desirous of acquiring all right, title and interest in and to the Marks, including the goodwill associated therewith;

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

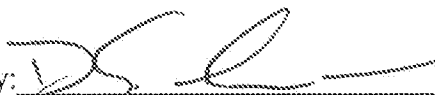
1. Assignor hereby assigns to Assignee all of its rights, title and interest in and to the Marks, including any and all applications and registrations therefor, and including the goodwill of the business symbolized thereby, and all rights to sue, bring actions and recover and hold damages, profits and other compensation for any and all past and future infringements and unauthorized uses of the Marks.

2. Assignor authorizes and requests the United States Patent and Trademark Office to record Assignee as the owner of the entire right, title and interest in and to the Marks, for the sole use and enjoyment of Assignee.

[Signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee, intending to be legally bound hereby, have executed and delivered this Agreement on the date first written above.

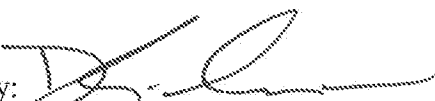
LIEBERMAN RESEARCH
WORLDWIDE, LLC

By: 

Name: David Sackman

Title: Chief Executive Officer

APPLIEDVR, LLC

By: 

Name: David Sackman

Title: Co-chairman of the Board

[Signature Page to Trademark Assignment]

Schedule A

Mark	Application No. & Filing Date	Registration No. & Registration Date
APPLIED VIRTUAL REALITY	86/046143 8/23/2013	4590470 8/19/2014
APPLIEDVR	86/046184 08/23/2013	4586238 08/12/2014
APPLIEDVR	86/386173 09/05/2014	(pending)

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