

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM439026

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Panavision Inc.		08/10/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Panavision International, L.P.		
Street Address:	6101 Variel Avenue		
City:	Woodland Hills		
State/Country:	CALIFORNIA		
Postal Code:	91367		
Entity Type:	Limited Partnership: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2806460	PRIMO	
Registration Number:	2358355	PRIMO MACRO ZOOM	
CORRESPONDENCE DATA			
Fax Number:	3142592020		
<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:	3142592481		
Email:	bcipdocketing@bryancave.com		
Correspondent Name:	Lindsay Cohen Schneider		
Address Line 1:	211 North Broadway, Suite 3600		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	0557937		
NAME OF SUBMITTER:	Lindsay Cohen Schneider		
SIGNATURE:	/lcs/		
DATE SIGNED:	08/11/2017		
Total Attachments: 2			
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CH \$65.00 2806460

U.S. TRADEMARK ASSIGNMENT

This Assignment of trademark rights is effective as of the 10th day of August, 2017, by and among PANAVISION INC., a Delaware Corporation located at 6101 Variel Avenue, Woodland Hills, California 91367, United States of America ("Assignor"), and PANAVISION INTERNATIONAL, L.P., a Delaware Limited Partnership located at 6101 Variel Avenue, Woodland Hills, California 91367, ("Assignee").

WHEREAS, Assignor has adopted, owns and is using certain trade names, trademarks, service marks, and logos, including, but not limited to, the marks identified in Exhibit A (the "Marks"), in the United States of America;

WHEREAS, Assignor owns federal registrations for the Marks on the Principal Register of the United States Patent and Trademark Office as identified on Exhibit A; and

WHEREAS, Assignee desires to acquire all right, title, and interest to the Marks, including all associated goodwill, and the registrations referenced on Exhibit A;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee all right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof. Assignee is a successor to the business symbolized by the Marks, and the business is ongoing and existing.

Assignor agrees to take any further action reasonably necessary to assist Assignee in recording the transfer of the Marks and the registrations on Exhibit A.

IN WITNESS WHEREOF, the parties have caused this Trademark Assignment to be duly executed and delivered as of the day and year first set forth above.

ASSIGNOR

PANAVISION INC.

Date: 8/10/17

By: M. M. Ritt
Name: Mara Morner-Ritt
Title: Secretary

ASSIGNEE

PANAVISION INTERNATIONAL, L.P.

Date: 8/10/17

By: M. M. Ritt
Name: Mara Morner-Ritt
Title: Secretary

Exhibit A

Transferred Marks

Mark	Country	Reg. No.	Reg. Date	International Class and Goods
PRIMO	USA	2806460	January 20, 2004	Class 9: camera lenses
PRIMO MACRO ZOOM	USA	2358355	June 13, 2000	Class 9: camera lenses