

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM458384

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The Laurus Alliance Project Corporation		11/02/2017	Corporation: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lions Gate Entertainment Inc.		
<b>Street Address:</b>	2700 Colorado Avenue		
<b>City:</b>	Santa Monica		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90404		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	The Laurus Alliance Project Corporation		
<b>Doing Business As:</b>	The Laurus Project		
<b>Street Address:</b>	472 Holly Street		
<b>City:</b>	Laguna Beach		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92651		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	87023177	ORANGE IS THE NEW PINK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3102283953		
<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>			
<b>Phone:</b>	310-228-3700		
<b>Email:</b>	rwalsh@smrh.com		
<b>Correspondent Name:</b>	Jill M. Pietrini, Esq.		
<b>Address Line 1:</b>	1901 Avenue of the Stars, Suite 1600		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90067		
<b>ATTORNEY DOCKET NUMBER:</b>	01RS-172016-855		
<b>NAME OF SUBMITTER:</b>	Jill M. Pietrini		

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<b>SIGNATURE:</b>	/Jill M. Pietrini/
<b>DATE SIGNED:</b>	01/17/2018
<b>Total Attachments: 2</b> source=Assignment - ORANGE IS THE NEW PINK#page1.tif source=Assignment - ORANGE IS THE NEW PINK#page2.tif	

**ASSIGNMENT OF TRADEMARK**

THIS ASSIGNMENT is made by and between The Laurus Alliance Project Corporation DBA The Laurus Project, a California corporation ("Assignor") and Lions Gate Entertainment Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has used the trademark ORANGE IS THE NEW PINK for certain services and has filed a U.S. application to register ORANGE IS THE NEW PINK, as set forth below (the "ORANGE IS THE NEW PINK Application," and, collectively with Assignor's common law rights in the ORANGE IS THE NEW PINK mark, the "ORANGE IS THE NEW PINK Trademark"):

Mark	Classes	App./Reg. No.	Filing/Reg. Date	Country
ORANGE IS THE NEW PINK	36, 44, and 45	87/023,177	5/3/16	U.S.

WHEREAS, Assignor has entered into a Settlement and License Agreement with Assignee, dated November 2, 2017 ("Agreement");

WHEREAS, pursuant to the Agreement, Assignor has agreed to assign half (50%) of its right, title, and interest in and to ORANGE IS THE NEW PINK Trademark including the ORANGE IS THE NEW PINK Application, to Assignee, including the goodwill associated with the ORANGE IS THE NEW PINK Trademark and any and all claims, demands, and causes of action for infringement of the ORANGE IS THE NEW PINK Trademark, past, present, and future, and all of the proceeds from the foregoing; and

WHEREAS, upon such assignment, Assignor and Assignee will each own half (50%) of all right, title, and interest in and to ORANGE IS THE NEW PINK Trademark, including the ORANGE IS THE NEW PINK Application and any resulting registration, such that they are joint owners of the ORANGE IS THE NEW PINK Trademark.

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NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee half (50%) of its right, title and interest in and to the ORANGE IS THE NEW PINK Trademark including the ORANGE IS THE NEW PINK Application, together with the goodwill of the business symbolized by the ORANGE IS THE NEW PINK Trademark and any and all claims, demands, and causes of action for infringement of the ORANGE IS THE NEW PINK Trademark, past, present, and future, and all of the proceeds from the foregoing. The validity of the ORANGE IS THE NEW PINK Application shall not affect the validity of the common law rights transferred herein.

Signed at Laguna Beach, California, this \_\_\_\_\_ day of \_\_\_\_\_, 2017.

DocuSigned by:  
*Teresa Lawsky* CEO  
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[Name] 9D41C8BA=60B475...  
[Title]  
The Laurus Alliance Project Corporation DBA  
The Laurus Project