

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM572474

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Endemol USA Holding, Inc.		02/26/2020	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Viacom International Inc.		
<b>Street Address:</b>	1515 Broadway, 33rd Fl		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10036		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3803232	SURREAL LIFE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	2128467911		
<b>Email:</b>	trademarks@mtvn.com		
<b>Correspondent Name:</b>	Kaydi Osowski		
<b>Address Line 1:</b>	1515 Broadway		
<b>Address Line 2:</b>	33rd Fl		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>NAME OF SUBMITTER:</b>	Kaydi Osowski		
<b>SIGNATURE:</b>	/klo/		
<b>DATE SIGNED:</b>	04/17/2020		
<b>Total Attachments: 5</b>			
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source=Short Form Assignment - Endemol to VMN#page2.tif			
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CH \$40.00 3803232

## SHORT FORM ASSIGNMENT

KNOW ALL MEN BY THESE PRESENTS: For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and in furtherance of that certain Acquisition of Rights Agreement (the "Agreement") dated as of December 31, 2019, by and among Endemol USA Holding, Inc., d/b/a Endemol Shine North America Holdings, a Delaware Corporation ("Transferor"), on the one hand, and Viacom Media Networks, a division of Viacom International Inc., a Delaware corporation (collectively with its successors and assigns, ("Transferee"), on the other hand. Transferor, on behalf of itself and its affiliates, hereby irrevocably sells, assigns, transfers, conveys and delivers to Transferee all of Transferor's right, title and interest (including, without limitation, any and all copyright interests and other intellectual property interests and other rights of ownership and exploitation of any kind and nature), in perpetuity throughout the universe, in and to all of the assets, properties and goodwill of every kind and nature, whether tangible or intangible, and wherever located, comprising or relating to the ownership, income and/or exploitation rights throughout the universe, in and to: (1) that certain television series known as "**The Surreal Life**", "**Surreal Life**," and "**Surreal Life Fame Games**" including all episodes thereof (including the pilot episode and any and all special and/or extended or short form episodes), and all components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media, and (2) that certain television series known as "**Parental Control**", including all episodes thereof (including the pilot episode and any and all special and/or extended and short form episodes), and all components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media, and (3) that certain television series known as "**Date My Mom**", including all episodes thereof (including the pilot episode and any and all special and/or extended and short form episodes), and all components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media, and (4) that certain television series known as "**Charm School**", including all episodes thereof (including the pilot episode and any and all special and/or extended and short form episodes), and all

components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media, and (5) that certain television series known as “**I Love Money**”, including all episodes thereof (including the pilot episode and any and all special and/or extended and short form episodes), and all components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media, and (6) that certain television series known as “**I Love New York**”, including all episodes thereof (including the pilot episode and any and all special and/or extended and short form episodes), and all components and elements thereof of every kind, nature and description created for and/or in connection with, constituting a part of and/or contained in and/or used in connection with such series and/or upon which such series is based, including without limitation all screenplays, drafts, treatments, characters, storylines, plots, themes, elements, settings and music contained therein or produced in connection therewith, and all ancillary, collateral, incidental, subsidiary and/or derivative rights and/or works therein, related thereto or derived therefrom directly or indirectly owned or controlled by Transferor or any of its affiliates, wherever located, in any and all languages, formats and media (all of the foregoing, together with certain additional assets described in the Acquisition of Rights Agreement, collectively the “Purchased Assets”). The Purchased Assets shall include, without limitation, those items and works identified on Schedule I attached hereto and incorporated herein by reference.

This Short Form Assignment is entered into and executed in accordance with and is subject to the terms and conditions of the Acquisition of Rights Agreement.


Transferor hereby agrees to execute and deliver and cause to be executed and delivered to Transferee any and all documents and instruments consistent with the Acquisition of Rights Agreement and reasonably necessary to effect and complete the transfer to Transferee of all rights heretofore acquired or intended to be acquired by Transferee under the Acquisition of Rights Agreement, subject to timely and reasonable good faith negotiation of the terms thereof. Transferor hereby irrevocably appoints Transferee as Transferor's attorney-in-fact, with full and irrevocable power and authority to do all such acts and things, and to execute, acknowledge, deliver, file, register and record all such documents, in the name and on behalf of Transferor, as may be necessary to accomplish the same in the event Transferor fails or refuses to sign and/or deliver such document in accordance herewith; provided that a copy of any such document shall be provided to Transferor within five (5) business days.

Without limiting the generality of the transfers of rights under the Acquisition of Rights Agreement, Transferee is also empowered to bring, prosecute, defend and appear in suits, actions and proceedings of any nature under or concerning all copyrights, trademarks or other intellectual property rights in and to any of the Properties and all extensions and renewals thereof, or concerning any infringement thereof, or interference with any of the rights hereby granted under said copyrights, trademarks or other intellectual property rights or extensions or renewals thereof, in its own name.

IN WITNESS WHEREOF, the undersigned has executed this Short Form Assignment on this 26<sup>th</sup> day of February 2020.

TRANSFEROR:

ENDEMOL USA HOLDING, INC., D/B/A  
ENDEMOL SHINE NORTH AMERICA HOLDINGS

By:   
Name: Ben Samet  
Title: C.O.O.

{SIGNATURE NOTARIZATION BELOW OR ATTACHED}

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

**CIVIL CODE § 1189**

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California )  
County of Los Angeles )  
On February 26<sup>th</sup>, 2020 before me, Marlene Sandoval, Notary Public,  
Date Here Insert Name and Title of the Officer  
personally appeared Benjamin George Samek  
Name(s) of Signer(s)

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



Signature [Handwritten Signature]  
Signature of Notary Public

Place Notary Seal Above

**OPTIONAL**

Though this section is optional, completing this information can deter alteration of the document or fraudulent reattachment of this form to an unintended document.

**Description of Attached Document**

Title or Type of Document: Short Form Assignment  
Document Date: Dec. 31, 2019 Number of Pages: 4  
Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Benjamin George Samek  
 Corporate Officer — Title(s): COO  
 Partner —  Limited  General  
 Individual  Attorney in Fact  
 Trustee  Guardian or Conservator  
 Other: \_\_\_\_\_  
Signer Is Representing: Endemol USA Holding, Inc.

Signer's Name: \_\_\_\_\_  
 Corporate Officer — Title(s): \_\_\_\_\_  
 Partner —  Limited  General  
 Individual  Attorney in Fact  
 Trustee  Guardian or Conservator  
 Other: \_\_\_\_\_  
Signer Is Representing: \_\_\_\_\_

**SCHEDULE 1**

**COPYRIGHT**

“The Surreal Life”

“Surreal Life”

“Surreal Life Fame Games”

“I Love New York”

“I Love Money”

“Charm School”

- PA0001202429
- PA0001313624
- PA0001222856
- PA0001329904
- PA0001330331
- PA0001320287
- PA0001675390
- PA0001675095
- PA0001673670
- PA0001675397
- PA0001675089
- PA0001675100
- PA0001604054
- PA0001675097
- PA0001682906

**TRADEMARK**

US Registration Number 3803232 for SURREAL LIFE