

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HIRSCH PRODUCTIONS LLC		03/05/2007	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	RATED I CREATIVE LLC		
Street Address:	3228 Nebraska Ave.		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76673814	RATED I CREATIVE	
CORRESPONDENCE DATA			
Fax Number:	(310)201-5219		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(310) 201-5246		
Email:	jjacobs@seyfarth.com		
Correspondent Name:	Jill A. Jacobs		
Address Line 1:	2029 Century Park East		
Address Line 2:	Suite 3300		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	39916-000002		
NAME OF SUBMITTER:	Jill A. Jacobs		
Signature:	/Jill A. Jacobs/		

CH \$40.00 76673814

Date:

07/05/2007

Total Attachments: 3

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State of California
Secretary of State

I, DEBRA BOWEN, Secretary of State of the State of California, hereby certify:

That the attached transcript of 2 page(s) was prepared by and in this office from the record on file, of which it purports to be a copy, and that it is full, true and correct.



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this day of

MAY 31 2007

A handwritten signature in cursive script that reads "Debra Bowen".

DEBRA BOWEN
Secretary of State



**State of California
Secretary of State**

File # 200703610078

**LIMITED LIABILITY COMPANY
ARTICLES OF ORGANIZATION**

FILED
in the office of the Secretary of State
of the State of California

JAN 05 2007

A \$70.00 filing fee must accompany this form.

IMPORTANT – Read instructions before completing this form.

This Space For Filing Use Only *of*

ENTITY NAME (End the name with the words "Limited Liability Company," "Ltd. Liability Co.," or the abbreviations "LLC" or "L.L.C.")

1. NAME OF LIMITED LIABILITY COMPANY

Hirsch Productions LLC

PURPOSE (The following statement is required by statute and may not be altered.)

2. THE PURPOSE OF THE LIMITED LIABILITY COMPANY IS TO ENGAGE IN ANY LAWFUL ACT OR ACTIVITY FOR WHICH A LIMITED LIABILITY COMPANY MAY BE ORGANIZED UNDER THE BEVERLY-KILLEA LIMITED LIABILITY COMPANY ACT.

INITIAL AGENT FOR SERVICE OF PROCESS (If the agent is an individual, the agent must reside in California and both Items 3 and 4 must be completed. If the agent is a corporation, the agent must have on file with the California Secretary of State a certificate pursuant to Corporations Code section 1505 and Item 3 must be completed (leave Item 4 blank).)

3. NAME OF INITIAL AGENT FOR SERVICE OF PROCESS

Jacob Schultz, Seyfarth Shaw LLP

4. IF AN INDIVIDUAL, ADDRESS OF INITIAL AGENT FOR SERVICE OF PROCESS IN CALIFORNIA CITY STATE ZIP CODE

2029 Century Park East, Suite 3300 Los Angeles CA 90067

MANAGEMENT (Check only one)

5. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY:

- ONE MANAGER
 MORE THAN ONE MANAGER
 ALL LIMITED LIABILITY COMPANY MEMBER(S)

ADDITIONAL INFORMATION

6. ADDITIONAL INFORMATION SET FORTH ON THE ATTACHED PAGES, IF ANY, IS INCORPORATED HEREIN BY THIS REFERENCE AND MADE A PART OF THIS CERTIFICATE.

EXECUTION

7. I DECLARE I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED.

Ian L. Hirsch
SIGNATURE OF ORGANIZER

01/01/07
DATE

Ian L. Hirsch
TYPE OR PRINT NAME OF ORGANIZER

RETURN TO (Enter the name and the address of the person or firm to whom a copy of the filed document should be returned.)

8. NAME [Jacob Schultz]
 FIRM Seyfarth Shaw LLP
 ADDRESS 2029 Century Park East, Suite 3300
 CITY/STATE/ZIP [Los Angeles, CA 90067]



State of California Secretary of State

LIMITED LIABILITY COMPANY CERTIFICATE OF AMENDMENT

A \$30.00 filing fee must accompany this form.

IMPORTANT - Read instructions before completing this form.

FILED in the office of the Secretary of State of the State of California

MAR 08 2007

This Space For Filing Use Only

1. SECRETARY OF STATE FILE NUMBER 200703610078 2. NAME OF LIMITED LIABILITY COMPANY HIRSCH PRODUCTIONS LLC

3. COMPLETE ONLY THE SECTIONS WHERE INFORMATION IS BEING CHANGED. A. LIMITED LIABILITY COMPANY NAME RATED I CREATIVE LLC B. THE LIMITED LIABILITY COMPANY WILL BE MANAGED BY (CHECK ONE) C. AMENDMENT TO TEXT OF THE ARTICLES OF ORGANIZATION: D. OTHER MATTERS TO BE INCLUDED IN THIS CERTIFICATE...

4. FUTURE EFFECTIVE DATE, IF ANY: MONTH DAY YEAR

5. NUMBER OF PAGES ATTACHED, IF ANY:

6. IT IS HEREBY DECLARED THAT I AM THE PERSON WHO EXECUTED THIS INSTRUMENT, WHICH EXECUTION IS MY ACT AND DEED. IAN HIRSCH, SOLE MEMBER AND CEO 3/5/07

7. RETURN TO: NAME FIRM ADDRESS CITY/STATE ZIP CODE JACOB SCHULTZ SEYFARTH SHAW LLP 2029 CENTURY PARK EAST, SUITE 3300 LOS ANGELES, CA 90067 OFFICE OF THE SECRETARY OF STATE