

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Matter Entertainment, LLC		09/14/2007	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Edelman, Inc.		
Street Address:	200 East Randolph Drive		
Internal Address:	63rd Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60601		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2951096	MATTER	
Registration Number:	3184267	MATTER	
CORRESPONDENCE DATA			
Fax Number:	(312)863-7477		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312-201-3977		
Email:	tmapps@goldbergkohn.com		
Correspondent Name:	Oscar L. Alcantara, c/o Goldberg Kohn		
Address Line 1:	55 East Monroe Street		
Address Line 2:	Suite 3300		
Address Line 4:	Chicago, ILLINOIS 60603		
ATTORNEY DOCKET NUMBER:	5956.001 MATTER/EDELMAN		
NAME OF SUBMITTER:	Oscar L. Alcantara		

OP \$65.00 2951096

Signature:

/Oscar L. Alcantara/

Date:

09/26/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Matter Entertainment, LLC a limited liability company organized and existing under the laws of Delaware (the "Assignor"), has adopted the trademark MATTER and is the Registrant shown in US Trademark Registration Nos. 2951096, and 3184267 (the "Trademarks"), and all of the goodwill of the business appurtenant thereto;

WHEREAS, Edelman, Inc. (the "Assignee"), is a corporation organized and existing under the laws of Delaware with its offices in Chicago, Illinois; and

WHEREAS, Assignor wishes to assign the Trademarks to Assignee and to memorialize said assignment herein.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, the Assignor has sold, assigned and transferred and by these presents does sell, assign and transfer unto the Assignee, the entire right, title and interest in and to the Trademark, and in and to all of the goodwill of the business appurtenant thereto, together with all claims for damages by reason of infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives;

AND, the Assignor hereby warrants and covenants that it has full right to convey the entire interest herein assigned, and that it has not executed, and will not execute, any agreements inconsistent herewith.

AND, Assignor agrees to execute any instruments and to perform any acts which may be necessary to fully effectuate and record this Assignment.

IN TESTIMONY WHEREOF, the Assignor has executed this Assignment this 14th day of September, 2007.

MATTER ENTERTAINMENT, LLC

By Andrew Frank
Its MANAGING MEMBER

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF New York
COUNTY OF New York) SS.

I, William Brand, a Notary Public in and for the County and State aforesaid, do hereby certify that ANDREW MARKS, the MANAGING MEMBER of Matter Entertainment, LLC, personally known to me to be the same person whose name is subscribed to the foregoing instrument, appeared before me this day in person and acknowledged that he signed, sealed and delivered the said instrument as a free act and deed with authority to do so.

14th day of Sept, 2007. IN WITNESS WHEREOF, I have hereunto set my hand and Notarial Seal, this

WILLIAM BRAND
Notary Public, State of New York
No. 01BR5076322
Qualified in New York County
Commission Expires April 7, 2011

William Brand
Notary Public

Commission Expires: 04-07-11