

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	11/16/2007		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
City of Hope		05/14/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
Name:	David Marmel		
Street Address:	2412 Wilshire Boulevard, Suite 204		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90403		
Entity Type:	INDIVIDUAL: UNITED STATES		
<b>PROPERTY NUMBERS Total: 1</b>			
Property Type	Number	Word Mark	
Registration Number:	1535812	VICTOR AWARDS	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(310)657-2187		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-435-7656		
Email:	irasiegel@earthlink.net		
Correspondent Name:	Ira M. Siegel		
Address Line 1:	433 N. Camden Drive, Suite 970		
Address Line 4:	Beverly Hills, CALIFORNIA 90210		
ATTORNEY DOCKET NUMBER:	09385		
NAME OF SUBMITTER:	Ira M. Siegel		
Signature:	/Ira M. Siegel/		

OP \$40.00 1535812

Date:

06/10/2009

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of November 16, 2007, by and between City of Hope, a California non-profit public benefit corporation, having a place of business at 1500 East Duarte Road, Duarte, California 91010 ("Assignor") and David Marmel, a United States individual, having a place of business at 2412 Wilshire Boulevard, Suite 204, Santa Monica, California 90403 ("Assignee").

WHEREAS, Assignor has adopted, and is, to the best of its knowledge and belief, the owner of the trademark **VICTOR AWARDS**<sup>®</sup>, and U.S. Registration No. 1,535,812, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, domain name rights, causes of action, and the right to recover for past infringement (the "Mark");

WHEREAS, Assignor has acquired goodwill in the portion of the business associated with and symbolized by the Mark and has not abandoned same; and

WHEREAS, Assignor has agreed to assign all rights, title, and interest in and to the Trademark owned by Assignor pursuant to that certain letter agreement between the parties hereto, dated November 16, 2007, (the "Letter Agreement");

NOW, THEREFORE, for good, valuable and legally sufficient consideration, the receipt and adequacy of which is hereby acknowledged by Assignor, Assignor hereby

(1) conveys, sells, transfers and assigns to Assignee and to Assignee's successors, assigns and legal representatives, all of Assignor's rights, titles and interests in the United States in and to (i) the name and mark "VICTOR AWARDS," (ii) United States Trademark Registration 1,535,812, (iii) all the good will of the business connected with the use of and symbolized by the mark "VICTOR AWARDS," together with all rights to sue for past, present and future infringements or misappropriations of the Mark, all for Assignee's own use and enjoyment (including, without limitation, the right to renew and/or apply for trademark and/or service mark registrations within or outside the United States based in whole or in part upon the Mark, and including any priority right that may have arisen from Assignor's use of the Mark and/or prior ownership of the Registration);

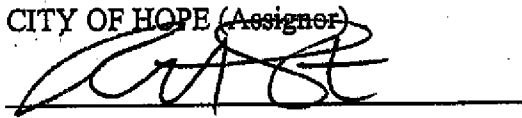
(2) warrants to and covenants with Assignee, and Assignee's successors, assigns and legal representatives, that Assignor has full right to convey the entire rights, titles and interests herein assigned by Assignor to Assignee, and that Assignor has not executed, and will not execute, any agreements which are inconsistent herewith; and

(3) agrees to execute any instruments and perform any acts which may be reasonably necessary to fully effectuate and record in the United States the assignment of the rights, titles and interests assigned to Assignee, and Assignee's successors, assigns and legal representatives, pursuant to this Assignment.

Assignor and Assignee hereby further agree that, notwithstanding the foregoing, and notwithstanding that this Assignment evidences the complete assignment to Assignee of all of Assignor's rights, titles and interests in and to the Mark, nothing in this Assignment shall be deemed to abrogate or diminish the obligations of Assignee, and of Assignee's successors, assigns and legal representatives, set forth in said Letter Agreement executed and effective as of November 16, 2007.

IN WITNESS WHEREOF, Assignor and Assignee have signed this document below.

CITY OF HOPE (Assignor)

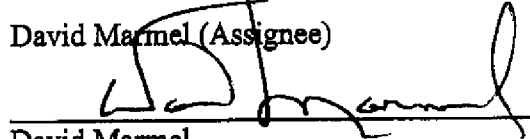


Name: ROBERT STONE

Title: GENERAL COUNSEL & SECRETARY

Date: 5/14/09

David Marmel (Assignee)



David Marmel

Date: 5/18/09