

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ruff Ryders Entertainment, Inc.		08/28/2012	CORPORATION: NEW YORK

RECEIVING PARTY DATA	
Name:	Ruff Ryders Merchandising, Inc.
Street Address:	200 West 57th Street
Internal Address:	Suite 200
City:	New York
State/Country:	NEW YORK
Postal Code:	10019
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Registration Number:	2422962	R
Registration Number:	2847644	R
Registration Number:	3102500	ROUGH RIDER
Registration Number:	3216680	RUFF RYDERS

CORRESPONDENCE DATA	
Fax Number:	6098961469
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	610.397.6518
Email:	lhassan@foxrothschild.com, lhassan@foxrothschild.com
Correspondent Name:	Lindette C. Hassan
Address Line 1:	P.O Box 5231
Address Line 4:	Princeton, NEW JERSEY 08543-5231

ATTORNEY DOCKET NUMBER:	109493.00002
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OP \$115.00 2422962

NAME OF SUBMITTER:	Lindette C. Hassan
Signature:	/Lindette C. Hassan/
Date:	09/17/2012
Total Attachments: 3 source=Ruff_Ryders_-_Executed Assignment#page1.tif source=Ruff_Ryders_-_Executed Assignment#page2.tif source=Ruff_Ryders_-_Executed Assignment#page3.tif	

ASSIGNMENT OF TRADEMARKS

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, **RUFF RYDERS ENTERTAINMENT, INC.**, a New York corporation, with an address of 314 W. 53rd Street, Suite 208, New York, New York 10019 ("**Assignor**"), for itself and its successors and assigns, does hereby sell, assign, transfer and convey unto **RUFF RYDERS MERCHANDISING, INC.**, a New York corporation with an address of 200 West 57th Street, Suite 200, New York, New York 10019 ("**Assignee**"), its successors and assigns, all of the right, title and interest that Assignor may have in and to the trademark registrations set forth on Schedule A attached hereto and made a part hereof, together with all goodwill associated therewith (collectively, the "**Marks**").

Assignor represents to Assignee that Assignor has not assigned or transferred to any third party (other than Assignee) any rights that Assignor may have in or to the Marks, in whole or in part, including without limitation any security interest that may have been granted to a financial institution or other lender.

This Assignment of Trademarks includes the right to apply for registration of the Marks in any and all jurisdictions where such registration is desired by Assignee, the right to renew any existing registrations, and the right to claim for any and all damages by reason of past infringement of such Marks, with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be executed by its duly authorized officer as of this 28 day of August, 2012.

RUFF RYDERS ENTERTAINMENT, INC.

By: 

Joaquin Dean, Chief Executive Officer

STATE OF New York
COUNTY OF Westchester

:
:
: ss.
:

Before me, a notary public, in and for the State and County aforesaid, on this 21st day of August, 2012, personally appeared Joaquin Dean, who, having been by me duly sworn and having executed the foregoing instrument in my presence, did depose and say that he is the Chief Executive Officer of Ruff Ryders Entertainment, Inc., the company that executed the foregoing instrument; that he executed said instrument on behalf of said company; and that he was duly authorized to do so, Ruff Ryders Entertainment, Inc. intending to be legally bound thereby and intending that said instrument be properly recorded.

PATRICIA RENDON
NOTARY PUBLIC-STATE OF NEW YORK
No. 01856169293
Qualified in Bronx County
My Commission Expires June 25, 2015


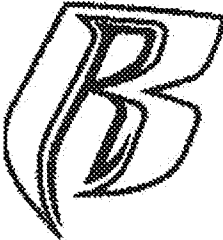


NOTARY PUBLIC
My Commission Expires: JUNE 25, 2015

(SEAL)

SCHEDULE A

List of Trademarks

	MARK	REG. DATE; REG. NO.	CLASS; GOODS / SERVICES
1.	<p>"R" [Stylized]</p> 	01/23/2001; 2,422,962	<u>Class 9:</u> Pre-recorded compact discs, audio cassettes and vinyl records featuring music; and prerecorded videocassettes featuring music
2.	<p>"R" [Stylized]</p> 	06/01/2004; 2,847,644	<p><u>Class 35:</u> Promoting musical performers through the distribution of printed, audio and video promotional materials and sound recordings and promoting the concerts of others</p> <p><u>Class 41:</u> Record production services; video production services; and film production services</p>
3.	"ROUGH RIDER"	06/13/2006; 3,102,500	<u>Class 9:</u> Musical sound recordings
4.	"RUFF RYDERS"	03/13/2007; 3,216,680	<u>Class 9:</u> Pre-recorded compact discs vinyl records and audio cassettes featuring music; and prerecorded videocassettes featuring music and musical performances

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