

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
MarketingNPV, LLC		11/01/2013	LIMITED LIABILITY COMPANY: NEW JERSEY
RECEIVING PARTY DATA			
Name:	MNPV Acquisition, LLC		
Street Address:	11100 Santa Monica Blvd.		
Internal Address:	Suite 210		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90025		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2895012	+ - \$	
Registration Number:	2790809	MARKETING[NPV]	
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:	609-896-3600		
Email:	bstaufenberg@foxrothschild.com		
Correspondent Name:	Richard C. Woodbridge, Esq.		
Address Line 1:	P.O. Box 5231		
Address Line 2:	Fox Rothschild LLP		
Address Line 4:	Princeton, NEW JERSEY 08543-5231		
ATTORNEY DOCKET NUMBER:	126593-00001		
NAME OF SUBMITTER:	Richard C. Woodbridge		

OP \$65.00 2895012

Signature:	/Richard C. Woodbridge/
Date:	11/12/2013
Total Attachments: 2 source=Executed Trademark Assignment by Patrick LaPointe re trademarks for MARKETING NPV#page1.tif source=Executed Trademark Assignment by Patrick LaPointe re trademarks for MARKETING NPV#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, MarketingNPV, LLC, a New Jersey limited liability company, with offices at 116 Village Blvd., Suite 240, Princeton, NJ 08540 (“**ASSIGNOR**”) owns certain trademarks, and applications and registrations for such mark, as listed in Schedule 1 attached hereto and incorporated herein by this reference (“**MARKS**”); and

WHEREAS, MNPV Acquisition, LLC, a Delaware limited liability company, with offices at 11100 Santa Monica Blvd., Suite 210, Los Angeles, CA 90025 (“**ASSIGNEE**”), desires to acquire all right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

WHEREAS, ASSIGNEE is a successor to a portion of the business of the ASSIGNOR to which the marks pertain;

WHEREAS, ASSIGNOR and ASSIGNEE are parties to that certain Asset Purchase Agreement dated January 14, 2011 and other related agreements, assigning, among other things, all right, title and interest in and to the MARKS, and the application and registration therefor, from ASSIGNOR to ASSIGNEE;

WHEREAS, in consideration of the sum paid by ASSIGNEE to ASSIGNOR pursuant to such Asset Purchase Agreement, the receipt and sufficiency of which hereby is acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, and to the application and registration for the MARKS, together with the goodwill of the business symbolized by the MARKS and the portion of the business of the ASSIGNOR to which the MARKS pertains and all benefits, privileges, causes of action and remedies relating to any of the foregoing, whether before or hereafter accrued (including, without limitation, the exclusive rights to apply for and maintain all such registrations; to sue for all past, present or future infringements or other violations of any rights in the MARKS; and to settle and retain proceeds from any such actions) and ASSIGNEE does hereby accept this assignment.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 1 day of November, 2013.

Julissa Guzman 11.01.13
JULISSA GUZMAN
Notary Public
State of New Jersey
My Commission Expires Jul 30, 2015

MarketingNPV LLC

By: _____

Patrick LaPointe
Patrick LaPointe
President and Manager

- Notarizing signature of Patrick L. Lapointe only. ←

Schedule 1
MARKS

MARK	COUNTRY	REGISTRATION NO.	REGISTRATION DATE
MarketingNPV Logo	USA	2,895,012	October 19, 2004
MARKETING[NPV] (word mark)	USA	2,790,809	December 9, 2003

[Schedule 1 to Trademark Assignment]

ACTIVE 23043243v1

RECORDED: 11/12/2013

TRADEMARK
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