

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Finlandia AudioVisual Oy		11/22/2010	LIMITED LIABILITY COMPANY: FINLAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Favor Company Oy		
<b>Street Address:</b>	Valtakatu 19		
<b>City:</b>	Rovaniemi		
<b>State/Country:</b>	FINLAND		
<b>Postal Code:</b>	96200		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: FINLAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85180793	FAVOR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)784-5777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 784-5800		
<b>Email:</b>	trademarks@hblaw.com, kdanish@hblaw.com		
<b>Correspondent Name:</b>	Keith E. Danish		
<b>Address Line 1:</b>	Seven Times Square		
<b>Address Line 2:</b>	Hiscock & Barclay, LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10036		
<b>ATTORNEY DOCKET NUMBER:</b>	721201.3049383		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Mark I. Peroff		
<b>Address Line 1:</b>	Seven Times Square		

OP \$40.00 85180793

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**TRADEMARK  
 REEL: 004433 FRAME: 0665**

Address Line 2: Hiscock & Barclay, LLP  
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Keith E. Danish
Signature:	/keith e. danish/
Date:	12/15/2010
Total Attachments: 0	

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