

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Playboy Enterprises, Inc.		03/04/2011	CORPORATION: DELAWARE
CJI Holdings, Inc.		03/04/2011	CORPORATION: DELAWARE
ICS Entertainment, Inc.		03/04/2011	CORPORATION: DELAWARE
Playboy Enterprises International, Inc.		03/04/2011	CORPORATION: DELAWARE
Playboy Entertainment Group, Inc.		03/04/2011	CORPORATION: DELAWARE
Playboy.com, Inc.		03/04/2011	CORPORATION: DELAWARE
Spice Entertainment, Inc.		03/04/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Jefferies Group, Inc.
Street Address:	520 Madison Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10022
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 366

Property Type	Number	Word Mark
Registration Number:	600018	PLAYBOY
Registration Number:	643926	
Registration Number:	645386	PLAYBOY
Registration Number:	661391	PLAYBOY'S PLAYMATE OF THE MONTH
Registration Number:	676726	PLAYBOY
Registration Number:	679997	
Registration Number:	689431	PLAYBOY
Registration Number:	721987	PLAYMATE

900187808

TRADEMARK
 REEL: 004510 FRAME: 0137

OP \$9165.00 600018

Registration Number:	728889	
Registration Number:	740025	
Registration Number:	755301	PLAYBOY
Registration Number:	759207	
Registration Number:	761793	
Registration Number:	777867	PLAYMATE
Registration Number:	784504	
Registration Number:	791333	
Registration Number:	791734	PLAYBOY
Registration Number:	810555	BUNNY
Registration Number:	871552	PLAYBOY
Registration Number:	871553	
Registration Number:	873370	
Registration Number:	874451	PLAYBOY
Registration Number:	984548	PLAYBOY
Registration Number:	1040491	PLAYBOY
Registration Number:	1058294	
Registration Number:	1192561	
Registration Number:	1279832	PLAYBOY JAZZ FESTIVAL
Registration Number:	1308903	PLAYMATE
Registration Number:	1308904	
Registration Number:	1308905	PLAYBOY
Registration Number:	1318244	PLAYBOY
Registration Number:	1320822	PLAYBOY
Registration Number:	1328611	PLAYBOY
Registration Number:	1393913	
Registration Number:	1393914	PLAYBOY
Registration Number:	1393915	PLAYMATE
Registration Number:	1462762	PLAYMATE OF THE YEAR
Registration Number:	1666709	PLAYBOY'S BOOK OF LINGERIE
Registration Number:	1690906	SPICE
Registration Number:	1691469	PLAYBOY'S PLAYMATE REVIEW
Registration Number:	1697592	PLAYBOY'S BATHING BEAUTIES
Registration Number:	1707314	INSIDE OUT
Registration Number:	1720057	INSIDE OUT

	1733661	PLAYBOY'S
Registration Number:	1743106	THE PLAYBOY FOUNDATION
Registration Number:	1744466	PLAYBOY'S GIRLS OF WINTER
Registration Number:	1751242	MAN TRACK
Registration Number:	1753861	PLAYBOY'S BLONDES BRUNETTES REDHEADS
Registration Number:	1826170	WET & WILD
Registration Number:	1886578	PLAYBOY
Registration Number:	1908471	PLAYBOY
Registration Number:	1918754	
Registration Number:	2107294	PLAYBOY
Registration Number:	2107306	HMH
Registration Number:	2107307	
Registration Number:	2107308	HUGH HEFNER
Registration Number:	2114146	CENTERFOLD COLLECTOR CARDS
Registration Number:	2148516	GIRLS OF THE INTERNET
Registration Number:	2177521	
Registration Number:	2190905	PLAYBOY TV
Registration Number:	2191054	PLAYMATE
Registration Number:	2260234	PLAYBOY CENTERFOLD
Registration Number:	2275173	CENTERFOLD
Registration Number:	2301586	PMOY
Registration Number:	2316371	SEXCETERA
Registration Number:	2322800	PLAYBOY CYBER CLUB
Registration Number:	2322825	PLAYBOY CENTERFOLDS
Registration Number:	2356096	
Registration Number:	2356709	CELEBRITY CENTERFOLD
Registration Number:	2378730	FOR COUPLES ONLY
Registration Number:	2380834	STRIP SEARCH
Registration Number:	2382630	MISS JANUARY
Registration Number:	2382632	MISS SEPTEMBER
Registration Number:	2382633	MISS MAY
Registration Number:	2382634	MISS NOVEMBER
Registration Number:	2382636	MISS APRIL
Registration Number:	2382637	MISS FEBRUARY
Registration Number:	2382638	MISS DECEMBER

	2382639	MISS MARCH
Registration Number:	2382640	MISS JUNE
Registration Number:	2382641	MISS JULY
Registration Number:	2382642	MISS AUGUST
Registration Number:	2384047	
Registration Number:	2391141	MISS OCTOBER
Registration Number:	2412149	SEXCETERA
Registration Number:	2412958	PLAYBOY
Registration Number:	2434256	
Registration Number:	2445179	PLAYBOY
Registration Number:	2469441	PLAYBOY
Registration Number:	2482255	PLAYBOY
Registration Number:	2483351	
Registration Number:	2504457	PLAYBOY'S CYBER GIRLS
Registration Number:	2536128	DARK JUSTICE
Registration Number:	2538068	PLAYBOY.COMVERSATION
Registration Number:	2556438	
Registration Number:	2571163	SPICE PLATINUM
Registration Number:	2573387	SPICETV
Registration Number:	2586538	
Registration Number:	2593763	PLAYBOY SPECIAL EDITIONS
Registration Number:	2605118	PLAYBOY
Registration Number:	2615152	7 LIVES XPOSED
Registration Number:	2616867	SPICE
Registration Number:	2631350	CYBER GIRL OF THE MONTH
Registration Number:	2631351	CYBER GIRL OF THE WEEK
Registration Number:	2631495	PLAYBOY EXPOSED
Registration Number:	2631654	PLAYBOY
Registration Number:	2632523	PLAYBOY
Registration Number:	2635849	PLAYBOY
Registration Number:	2637350	PLAYBOY'S CASTING CALLS
Registration Number:	2638318	COM
Registration Number:	2644097	PLAYBOY FUNNIES
Registration Number:	2644619	PLAYBOY
Registration Number:	2661622	PLAYBOY STORE

	2663899	PLAYMATE
Registration Number:	2666917	
Registration Number:	2693198	MS. PLAYBOY
Registration Number:	2693802	X X-TREME TEAM
Registration Number:	2698303	PLAYBOY
Registration Number:	2706976	PLAYBOY
Registration Number:	2709637	
Registration Number:	2709639	
Registration Number:	2711309	SPICE TV CLUB
Registration Number:	2713287	TV CLUB
Registration Number:	2713446	SPICETV
Registration Number:	2715722	NIGHT CALLS 411
Registration Number:	2719885	
Registration Number:	2719886	PLAYBOY
Registration Number:	2729537	SPICE
Registration Number:	2752417	CYBERCLUB
Registration Number:	2754931	CYBERSPICE
Registration Number:	2759728	
Registration Number:	2765057	
Registration Number:	2783101	PLAYMATE
Registration Number:	2802023	
Registration Number:	2822730	PLAYBOY TV JUKEBOX
Registration Number:	2839937	
Registration Number:	2848639	
Registration Number:	2852585	CYBER GIRL
Registration Number:	2867439	
Registration Number:	2894179	PLAYBOYTV CLUB
Registration Number:	2897743	
Registration Number:	2904404	
Registration Number:	2906709	TOTALLY BUSTED
Registration Number:	2921658	PLAYBOY
Registration Number:	2928100	PLAYBOY
Registration Number:	2941183	PLAYBOY
Registration Number:	2954223	CJ
Registration Number:	2955127	NIGHT CALLS

	2968552	ROUZE
Registration Number:	2969208	CLIP JOCKEYS
Registration Number:	2971111	.COM SPORTSBOOK
Registration Number:	2971924	
Registration Number:	2978139	PLAYBOY
Registration Number:	2994196	SPICE CLIPS
Registration Number:	2995430	CENTERFOLD
Registration Number:	3012203	
Registration Number:	3060143	5 DEADLY VIDEOS
Registration Number:	3075930	PLAYBOY DAILY
Registration Number:	3076053	PLAYBOY TV ON DEMAND
Registration Number:	3078595	THE EXTREME TRUTH
Registration Number:	3080700	PLAYBOY
Registration Number:	3080832	PLAYBOY
Registration Number:	3085817	MUSIC
Registration Number:	3087304	STRIPSEARCH
Registration Number:	3092187	PLAYBEAR
Registration Number:	3098478	CYBER GIRL
Registration Number:	3101876	100 PROOF
Registration Number:	3106094	SPICE ON DEMAND
Registration Number:	3112314	NIGHT CALLS RADIO
Registration Number:	3112931	
Registration Number:	3115166	PLAYMATE
Registration Number:	3115167	PLAYBOY
Registration Number:	3118170	EDEN
Registration Number:	3121617	THE MANSION
Registration Number:	3124491	CONFIDENTIAL CUTS
Registration Number:	3126980	
Registration Number:	3128037	PLAYBOY
Registration Number:	3128038	
Registration Number:	3137809	PRIVATE CALLS
Registration Number:	3140250	PLAYBOY
Registration Number:	3140365	PLAYMATE
Registration Number:	3158753	THE BANG
Registration Number:	3166082	SPICE HOTEL

	3167945	SPICE LIVE
Registration Number:	3172072	PLAYBOY
Registration Number:	3175298	NAUGHTY AMATEUR HOME VIDEOS
Registration Number:	3176641	PLAYBOY
Registration Number:	3184486	5 DEADLY VIDEOS
Registration Number:	3187723	PLAYBOY
Registration Number:	3194099	
Registration Number:	3194120	
Registration Number:	3197423	PLAYBOY
Registration Number:	3213746	SPICETV
Registration Number:	3225375	PLAYMATE OF THE YEAR
Registration Number:	3225376	PLAYMATE
Registration Number:	3234302	PLAYBOY
Registration Number:	3234488	
Registration Number:	3237905	
Registration Number:	3242491	PLAYBOY
Registration Number:	3244067	SPICE STUDIOS
Registration Number:	3252844	AMATEURPAGES
Registration Number:	3264595	PLAYBOY TV
Registration Number:	3264641	PLAYBOY TV NETWORKS
Registration Number:	3265790	STRIPSEARCH
Registration Number:	3269974	PLAYBOY MOBILE
Registration Number:	3270161	V P
Registration Number:	3270162	V P
Registration Number:	3277701	SPICE STUDIOS
Registration Number:	3282796	GOLF
Registration Number:	3282833	CYBER GIRLS
Registration Number:	3283687	PLAYBOY DIGITAL
Registration Number:	3297069	PLABOY CLUB
Registration Number:	3297145	PLAYBOY COMEDY
Registration Number:	3303683	PRIVATE PARTY
Registration Number:	3308169	
Registration Number:	3308321	
Registration Number:	3314130	PLAYBOY MOBILE TV
Registration Number:	3314131	PLAYBOY MOBILE TV

	3319643	
Registration Number:	3326421	BODCAST
Registration Number:	3327584	7 LIVES XPOSED
Registration Number:	3331825	FLY SPICE
Registration Number:	3332171	PLAYBOY
Registration Number:	3332173	
Registration Number:	3332339	THE GIRLS NEXT DOOR
Registration Number:	3341456	PLAYBOY'S CASTING CALLS
Registration Number:	3349663	THE GIRLS NEXT DOOR
Registration Number:	3349796	
Registration Number:	3353308	
Registration Number:	3353585	AMERICAN SEX STAR
Registration Number:	3353587	AMERICAN SEX STAR
Registration Number:	3353824	PARENTAL CONTROL OUR RIGHT. OUR RESPONSIBILITY.
Registration Number:	3354133	BATH BUNNY
Registration Number:	3354134	BATH BUNNY
Registration Number:	3354317	SHORTEEZ.
Registration Number:	3363159	PLAYBOY BUNNY
Registration Number:	3370451	PLAYBOY
Registration Number:	3374355	SHOPTHEBUNNY.COM
Registration Number:	3375815	LEGACY COLLECTION
Registration Number:	3375827	
Registration Number:	3375828	PLAYBOY
Registration Number:	3375883	
Registration Number:	3381775	NOT SHY
Registration Number:	3384921	BODCAST
Registration Number:	3385231	BUNNY SHOP
Registration Number:	3385834	THE PLAYBOY CLUB
Registration Number:	3386558	SPICE STUDIOS
Registration Number:	3388248	PLAYMATE OF THE MONTH
Registration Number:	3388327	PLAYMATE OF THE YEAR
Registration Number:	3392395	PLAYBOY PASSPORT
Registration Number:	3392414	
Registration Number:	3392817	
Registration Number:	3393374	BUNNY SHOP

	3406581	PLAYMATE
Registration Number:	3406607	PLAYBOY
Registration Number:	3406608	
Registration Number:	3410350	PLAYBOY
Registration Number:	3415575	
Registration Number:	3416873	PLAYBOY CENTERFOLD
Registration Number:	3424045	
Registration Number:	3428026	BUNNY
Registration Number:	3446016	ROCK THE RABBIT
Registration Number:	3451418	SPICE XCESS
Registration Number:	3464514	PLAYBOY U
Registration Number:	3475111	
Registration Number:	3490174	PLAYBOY
Registration Number:	3496428	PLAYBOY
Registration Number:	3496429	
Registration Number:	3500652	PLAYBOY
Registration Number:	3513566	PLAYBOY
Registration Number:	3517492	
Registration Number:	3517643	PLAYMATE OF THE YEAR
Registration Number:	3522551	FLY SPICE
Registration Number:	3531524	SPICE DIGITAL NETWORKS
Registration Number:	3562703	BUNNY MONEY
Registration Number:	3568109	ROCK THE RABBIT
Registration Number:	3570782	
Registration Number:	3573569	SEE WHAT YOU WANT TO SEE
Registration Number:	3573570	SEE WHAT YOU WANT TO SEE
Registration Number:	3576208	HUSH
Registration Number:	3592968	
Registration Number:	3606772	
Registration Number:	3607640	
Registration Number:	3609953	AROUND THE WORLD IN 80 BABES
Registration Number:	3613700	VIP GIRLS
Registration Number:	3616050	NO BOYS ALLOWED
Registration Number:	3624653	PLAYBOY
Registration Number:	3624654	

	3663704	HUSH
Registration Number:	3690340	
Registration Number:	3704353	THE GIRLS NEXT DOOR
Registration Number:	3709474	OUTLAW MEN PRODUCTIONS
Registration Number:	3741185	SEX CELLS
Registration Number:	3749284	PLAYBOY
Registration Number:	3810929	BODCAST
Registration Number:	3848313	VIP GIRLS
Registration Number:	3869381	PLAYBOY RADIO
Registration Number:	3877746	PLAYBOY
Registration Number:	3877747	
Registration Number:	1678521	GIRLS OF SUMMER
Registration Number:	2548594	SEX COURT
Registration Number:	2980083	ADULT.COM
Registration Number:	3270513	AMERICAN SEX STAR
Serial Number:	75829000	ENTERTAINMENT FOR MEN
Serial Number:	78513383	
Serial Number:	77519805	HEF'S SUPERBUNNIES
Serial Number:	77621877	BUNNY COLLECTION
Serial Number:	77621873	BUNNY COLLECTION
Serial Number:	77621878	BUNNY COLLECTION
Serial Number:	77621949	BUNNY COLLECTION
Serial Number:	77621875	BUNNY COLLECTION
Serial Number:	77065180	INNER VIXEN
Serial Number:	85005409	PLAYBOY
Serial Number:	77834415	PLAYBOY
Serial Number:	78770576	PLAYBOY AFTER DARK
Serial Number:	77908189	PLAYBOY PHYSICAL
Serial Number:	77908212	PLAYBOY PHYSICAL
Serial Number:	77627745	PLAYMATE
Serial Number:	77374367	PLAYMATE
Serial Number:	77374414	PLAYMATE
Serial Number:	77626774	PLAYMATE
Serial Number:	77626765	PLAYMATE
Serial Number:	77711608	PLAYMATE

	77624005	PLAYMATE
Serial Number:	77624011	PLAYMATE
Serial Number:	77845816	PLAYMATE
Serial Number:	77845908	PLAYMATE
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Serial Number:	77627688	PLAYMATE
Serial Number:	77908224	PLAYMATE
Serial Number:	85005414	
Serial Number:	77834480	
Serial Number:	77644314	ROCK THE RABBIT
Serial Number:	77209392	SEXCETERA
Serial Number:	77630605	SPICE
Serial Number:	77190829	THE BUNNY BRA
Serial Number:	77553930	THE GAMER NEXT DOOR
Serial Number:	77553931	THE GAMER NEXT DOOR
Serial Number:	77797945	THE GIRLS NEXT DOOR
Serial Number:	77797432	THE GIRLS NEXT DOOR
Serial Number:	78697809	THE GIRLS NEXT DOOR
Serial Number:	85045438	THE SMOKING JACKET
Serial Number:	85045420	THESMOKINGJACKET
Serial Number:	85045439	THESMOKINGJACKET
Serial Number:	85022139	TV FOR 2
Serial Number:	85022166	TV FOR 2
Serial Number:	77209009	VIDEO CENTERFOLD
Serial Number:	77806319	WHAT EVERYONE IS WEARING.
Serial Number:	77806334	WHAT EVERYONE IS WEARING.
Serial Number:	85138141	BUNNY BRA
Serial Number:	85138148	THE BUNNY BRA
Serial Number:	76244263	JAZZ
Serial Number:	85211293	MISS SOCIAL
Serial Number:	85224470	THE STASH
Serial Number:	85138005	GAMER NEXT DOOR
Serial Number:	85138082	GAMER NEXT DOOR
Serial Number:	85138097	GAMER NEXT DOOR
Serial Number:	77631558	HOT MARKET

	76005504	PLAYMATE OF THE YEAR
Serial Number:	77244972	PLAYMATE OF THE YEAR
Serial Number:	85135786	THE GAMER NEXT DOOR
Serial Number:	85135792	THE GAMER NEXT DOOR
Serial Number:	85106519	TWISTED HARE GAMES
Serial Number:	77510391	THE HOT NETWORK
Serial Number:	77621870	BUNNY COLLECTION
Serial Number:	78316853	THE MANSION

CORRESPONDENCE DATA

Fax Number: (312)993-9767
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (312) 876-7700
Email: thomas.buettner@lw.com
Correspondent Name: Thomas J. Buettner
Address Line 1: Latham & Watkins LLP
Address Line 2: 233 S. Wacker Drive, Suite 5800
Address Line 4: Chicago, ILLINOIS 60606

ATTORNEY DOCKET NUMBER:	038507-0139
NAME OF SUBMITTER:	Thomas J. Buettner
Signature:	/tjb/
Date:	03/29/2011

Total Attachments: 33
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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this "Agreement"), dated as of March 4, 2011 is entered into by Playboy Enterprises, Inc., a Delaware corporation (the "Borrower"), each of the undersigned (other than the Collateral Agent) (together with the Borrower, the "Grantors" and each, a "Grantor") and Jefferies Group, Inc., as Collateral Agent for the Secured Parties (the "Secured Party").

Capitalized terms not otherwise defined herein have the meanings set forth in the Security Agreement, dated as of March 4, 2011, among Playboy Enterprises, Inc., a Delaware corporation, Icon Acquisition Holdings LLC, a Delaware limited liability company, the other Grantors party thereto and the Secured Party (the "Security Agreement").

WHEREAS, pursuant to the Security Agreement, Grantors are granting a security interest to the Secured Party in certain Trademarks whether now owned or existing or hereafter acquired or arising and wherever located, including the Trademarks listed on Schedule A ("Secured Trademarks").

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Grantors and the Secured Party hereby agree as follows:

(i) Grant of Security Interest

(a) Each Grantor hereby grants to the Secured Party, a security interest in and continuing lien on all of such Grantor's right, title and interest in, to and under all the Secured Trademarks, including all income, royalties, damages and other payments now and hereafter due and/or payable with respect thereto (including, without limitation, payments under all licenses entered into in connection therewith, and damages and payments for past, present or future infringements thereof), subject to the terms and conditions of the Security Agreement.

(b) The security interest granted hereby is granted in conjunction with the security interest granted to the Secured Party under the Security Agreement. The rights and remedies of the Secured Parties with respect to the security interest granted hereby are in addition to those set forth in the Security Agreement. In the event of any conflict between the terms of this Agreement and the terms of the Security Agreement, the terms of the Security Agreement shall control.

(ii) Modification of Agreement

This Agreement or any provision hereof may not be changed, waived, or terminated except in accordance with the amendment provisions of the Security Agreement pursuant to which the Collateral Agent may modify this Agreement, after obtaining Grantor's approval of or signature to such modification, by amending Schedule A to include reference to any right, title or interest in any existing Trademarks or any Trademarks acquired or developed by Grantor after the execution hereof or to delete any reference to any right, title or interest in any Trademarks in which Grantor no longer has or claims any right, title or interest.

(iii) Governing Law

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER (INCLUDING, WITHOUT LIMITATION, ANY CLAIMS SOUNDING IN CONTRACT LAW OR TORT LAW ARISING OUT OF THE SUBJECT MATTER HEREOF AND ANY DETERMINATIONS WITH RESPECT TO POST-JUDGMENT INTEREST) SHALL BE CONSTRUED IN ACCORDANCE WITH AND GOVERNED BY THE LAW OF THE STATE OF NEW YORK, WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES THAT WOULD REQUIRE THE APPLICATION OF THE LAWS OF ANOTHER JURISDICTION.

(iv) Successors and Assigns

This Agreement shall be binding upon and inure to the benefit of the Secured Party and Grantor and their respective successors and assigns. Grantor shall not, without the prior written consent of the Secured Party given in accordance with the Credit Agreement, assign any right, duty or obligation hereunder.

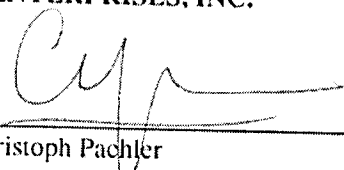
(v) Counterparts

This Agreement may be executed in any number of counterparts and by the parties hereto on separate counterparts, each of which when so executed, shall be deemed to be an original and all of which taken together shall constitute one and the same instrument.

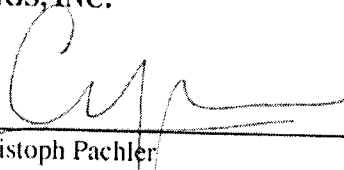
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IN WITNESS WHEREOF, each Grantor and the Secured Party have caused this Agreement to be duly executed and delivered as of the date first above written.

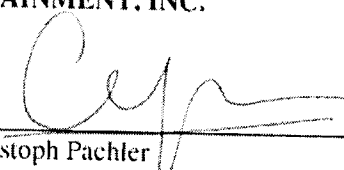
PLAYBOY ENTERPRISES, INC.

By: 
Name: Christoph Pachler
Title: Treasurer

CJI HOLDINGS, INC.

By: 
Name: Christoph Pachler
Title: Treasurer

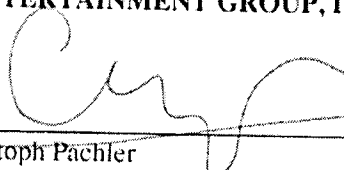
ICS ENTERTAINMENT, INC.

By: 
Name: Christoph Pachler
Title: Treasurer

PLAYBOY ENTERPRISES INTERNATIONAL, INC.

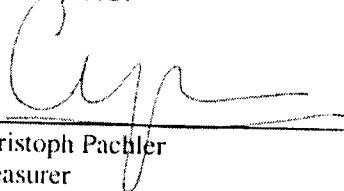
By: 
Name: Christoph Pachler
Title: Treasurer

PLAYBOY ENTERTAINMENT GROUP, INC.

By: 
Name: Christoph Pachler
Title: Treasurer

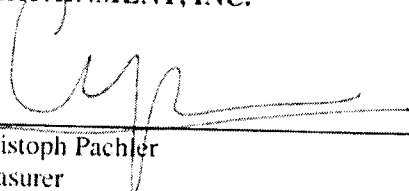
PLAYBOY.COM, INC.

By: _____


Name: Christoph Pachler
Title: Treasurer

SPICE ENTERTAINMENT, INC.

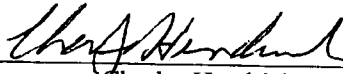
By: _____


Name: Christoph Pachler
Title: Treasurer

PLAYBOY ENTERPRISES, INC.
TRADEMARK SECURITY AGREEMENT

TRADEMARK
REEL: 004510 FRAME: 0153

JEFFERIES GROUP, INC.,
as the Collateral Agent

By: 
Name: Charles Hendrickson
Title: Treasurer

PLAYBOY ENTERPRISES, INC.
TRADEMARK SECURITY AGREEMENT

TRADEMARK
REEL: 004510 FRAME: 0154

TRADEMARK SECURITY AGREEMENT

I. U.S. REGISTERED TRADEMARKS

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	600018	12/28/1954	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	643926	4/9/1957	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	645386	5/14/1957	Playboy Enterprises International, Inc.
PLAYBOY'S PLAYMATE OF THE MONTH	U.S.	661391	5/6/1958	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	676726	4/7/1959	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	679997	6/9/1959	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	689431	12/8/1959	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	721987	9/26/1961	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	728889	3/20/1962	Playboy Enterprises International, Inc.
FEMLIN (DESIGN)	U.S.	740025	10/30/1962	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	755301	8/27/1963	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	759207	10/29/1963	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	761793	12/24/1963	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	777867	9/29/1964	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	784504	2/2/1965	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	791333	6/22/1965	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	791734	6/29/1965	Playboy Enterprises International, Inc.
BUNNY	U.S.	810555	6/28/1966	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	871552	6/24/1969	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	871553	6/24/1969	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	873370	7/22/1969	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	874451	8/5/1969	Playboy Enterprises International, Inc.
PLAYBOY AND RABBIT HEAD DESIGN	U.S.	984548	5/21/1974	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	1040491	6/1/2006	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	1058294	2/8/1977	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	1192561	3/23/1982	Playboy Enterprises International, Inc.
PLAYBOY JAZZ FESTIVAL	U.S.	1279832	5/29/1984	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	1308903	12/11/1984	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	1308904	12/11/1984	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	1308905	12/11/1984	Playboy Enterprises, Inc.
PLAYBOY W/RABBIT HEAD DESIGN	U.S.	1318244	2/5/1985	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	1320822	2/19/1985	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	1328611	4/2/1985	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	1393913	5/6/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	1393914	5/20/1986	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	1393915	5/20/2006	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYMATE OF THE YEAR	U.S.	1462762	10/27/1987	Playboy Enterprises International, Inc.
PLAYBOY'S BOOK OF LINGERIE	U.S.	1666709	12/3/1991	Playboy Enterprises International, Inc.
SPICE	U.S.	1690906	6/2/1992	Spice Entertainment, Inc.
PLAYBOY'S PLAYMATE REVIEW	U.S.	1691469	6/9/1992	Playboy Enterprises International, Inc.
PLAYBOY'S BATHING BEAUTIES	U.S.	1697592	6/30/1992	Playboy Enterprises International, Inc.
INSIDE OUT	U.S.	1707314	8/11/1992	Playboy Entertainment Group, Inc.
INSIDE OUT AND DESIGN	U.S.	1720057	9/29/1992	Playboy Enterprises International, Inc.
PLAYBOY'S	U.S.	1733661	11/17/1992	Playboy Enterprises International, Inc.
THE PLAYBOY FOUNDATION AND DESIGN	U.S.	1743106	12/29/1992	Playboy Enterprises International, Inc.
PLAYBOY'S GIRLS OF WINTER	U.S.	1744466	1/5/1993	Playboy Enterprises International, Inc.
MAN TRACK	U.S.	1751242	2/9/1993	Playboy Enterprises International, Inc.
PLAYBOY'S BLONDES BRUNETTES REDHEADS	U.S.	1753861	2/23/1993	Playboy Enterprises International, Inc.
WET & WILD	U.S.	1826170	3/15/1994	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	1886578	3/28/1995	Playboy Enterprises International, Inc.
PLAYBOY W/ RABBIT HEAD DESIGN	U.S.	1908471	8/1/1995	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	1918754	9/12/1995	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2107294	10/21/1997	Playboy Enterprises, Inc.
HMH (STYLIZED LETTERS)	U.S.	2107306	10/21/1997	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2107307	10/21/1997	Playboy Enterprises International, Inc.
HUGH M. HEFNER (SIGNATURE)	U.S.	2107308	10/21/1997	Playboy Enterprises International, Inc.
CENTERFOLD COLLECTOR CARDS	U.S.	2114146	11/18/1997	Playboy Enterprises International, Inc.
GIRLS OF THE INTERNET	U.S.	2148516	4/7/1998	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2177521	7/28/1998	Playboy Enterprises International, Inc.
PLAYBOY TV	U.S.	2190905	9/22/1998	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	2191054	9/22/1998	Playboy Enterprises International, Inc.
PLAYBOY CENTERFOLD	U.S.	2260234	7/13/1999	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
CENTERFOLD	U.S.	2275173	9/7/1999	Playboy Enterprises International, Inc.
PMOY	U.S.	2301586	12/21/1999	Playboy Enterprises International, Inc.
SEXCETERA	U.S.	2316371	2/8/2000	Playboy Enterprises International, Inc.
PLAYBOY CYBER CLUB	U.S.	2322800	2/29/2000	Playboy Enterprises International, Inc.
PLAYBOY CENTERFOLDS	U.S.	2322825	2/29/2000	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2356096	6/6/2000	Playboy Enterprises International, Inc.
CELEBRITY CENTERFOLD	U.S.	2356709	6/13/2000	Playboy Enterprises International, Inc.
FOR COUPLES ONLY	U.S.	2378730	8/22/2000	Playboy Enterprises International, Inc.
STRIP SEARCH	U.S.	2380834	8/29/2000	Playboy Enterprises International, Inc.
MISS JANUARY	U.S.	2382630	9/5/2000	Playboy Enterprises International, Inc.
MISS SEPTEMBER	U.S.	2382632	9/5/2000	Playboy Enterprises International, Inc.
MISS MAY	U.S.	2382633	9/5/2000	Playboy Enterprises International, Inc.
MISS NOVEMBER	U.S.	2382634	9/5/2000	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
MISS APRIL	U.S.	2382636	9/5/2000	Playboy Enterprises International, Inc.
MISS FEBRUARY	U.S.	2382637	9/5/2000	Playboy Enterprises International, Inc.
MISS DECEMBER	U.S.	2382638	9/5/2000	Playboy Enterprises International, Inc.
MISS MARCH	U.S.	2382639	9/5/2000	Playboy Enterprises International, Inc.
MISS JUNE	U.S.	2382640	9/5/2000	Playboy Enterprises International, Inc.
MISS JULY	U.S.	2382641	9/5/2000	Playboy Enterprises International, Inc.
MISS AUGUST	U.S.	2382642	9/5/2000	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2384047	9/5/2000	Playboy Enterprises, Inc.
MISS OCTOBER	U.S.	2391141	10/3/2000	Playboy Enterprises International, Inc.
SEXCETERA	U.S.	2412149	12/12/2000	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2412958	12/12/2000	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2434256	3/6/2001	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2445179	4/17/2001	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	2469441	7/17/2001	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2482255	8/28/2001	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2483351	8/28/2001	Playboy Enterprises International, Inc.
PLAYBOY'S CYBER GIRLS	U.S.	2504457	11/6/2001	Playboy Enterprises International, Inc.
DARK JUSTICE	U.S.	2536128	2/5/2002	Playboy Enterprises International, Inc.
PLAYBOY.COMVERSATION	U.S.	2538068	2/12/2002	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2556438	4/2/2002	Playboy Enterprises International, Inc.
SPICE PLATINUM	U.S.	2571163	5/21/2002	Spice Entertainment, Inc.
SPICETV	U.S.	2573387	5/28/2002	Spice Entertainment, Inc.
RABBIT HEAD DESIGN	U.S.	2586538	6/25/2002	Playboy Enterprises International, Inc.
PLAYBOY SPECIAL EDITIONS	U.S.	2593763	7/16/2002	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2605118	8/6/2002	Playboy Enterprises International, Inc.
7 LIVES XPOSED	U.S.	2615152	9/3/2002	Playboy Enterprises International, Inc.
SPICE	U.S.	2616867	9/10/2002	Spice Entertainment, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
CYBER GIRL OF THE MONTH	U.S.	2631350	10/8/2002	Playboy Enterprises International, Inc.
CYBER GIRL OF THE WEEK	U.S.	2631351	10/8/2002	Playboy Enterprises International, Inc.
PLAYBOY EXPOSED	U.S.	2631495	10/8/2002	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2631654	10/8/2002	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2632523	10/8/2002	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2635849	10/15/2002	Playboy Enterprises International, Inc.
PLAYBOY'S CASTING CALLS	U.S.	2637350	10/15/2002	Playboy Enterprises International, Inc.
(RABBIT HEAD DESIGN).COM	U.S.	2638318	10/22/2002	Playboy Enterprises International, Inc.
PLAYBOY FUNNIES	U.S.	2644097	10/29/2002	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2644619	10/29/2002	Playboy Enterprises International, Inc.
PLAYBOY STORE	U.S.	2661622	12/17/2002	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	2663899	12/17/2002	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2666917	12/24/2002	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
MS. PLAYBOY	U.S.	2693198	3/4/2003	Playboy Enterprises International, Inc.
X-TREME TEAM AND LOGO (RABBIT HEAD DESIGN)	U.S.	2693802	3/4/2003	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2698303	3/18/2003	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2706976	4/15/2003	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2709637	4/22/2003	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2709639	4/22/2003	Playboy Enterprises International, Inc.
SPICE TV CLUB	U.S.	2711309	4/29/2003	Spice Entertainment, Inc.
TV CLUB AND RABBIT HEAD DESIGN	U.S.	2713287	5/6/2003	Playboy Enterprises International, Inc.
SPICETV	U.S.	2713446	5/6/2003	Spice Entertainment, Inc.
NIGHT CALLS 411	U.S.	2715722	5/13/2003	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2719885	5/27/2003	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2719886	5/27/2003	Playboy Enterprises International, Inc.
SPICE	U.S.	2729537	6/24/2003	Spice Entertainment, Inc.
CYBER(Rabbit Head Design)CLUB	U.S.	2752417	8/19/2003	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
CYBERSPICE	U.S.	2754931	8/26/2003	Spice Entertainment, Inc.
RABBIT HEAD DESIGN	U.S.	2759728	9/2/2003	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2765057	9/16/2003	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	2783101	11/11/2003	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2,802,023	1/6/2004	Playboy Enterprises International, Inc.
PLAYBOY TV JUKEBOX	U.S.	2822730	3/16/2004	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2839937	5/11/2004	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2848639	6/1/2004	Playboy Enterprises International, Inc.
CYBER(Rabbit Head Design)GIRL	U.S.	2852585	6/15/2004	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2867439	7/27/2004	Playboy Enterprises International, Inc.
PLAYBOYTV CLUB	U.S.	2,894,179	10/19/2004	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2,897,743	10/26/2004	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2904404	11/23/2004	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
TOTALLY BUSTED	U.S.	2906709	11/30/2004	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2921658	1/25/2005	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2928100	2/22/2005	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2941183	4/19/2005	Playboy Enterprises International, Inc.
CJ	U.S.	2954223	5/24/2005	Spice Entertainment, Inc.
NIGHT CALLS	U.S.	2955127	5/24/2005	Playboy Enterprises International, Inc.
ROUZE	U.S.	2968552	7/12/2005	Playboy Enterprises International, Inc.
CLIP JOCKEYS	U.S.	2969208	7/19/2005	Spice Entertainment, Inc.
(Rabbit Head Design).COM SPORTSBOOK	U.S.	2971111	7/19/2005	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	2971924	7/19/2005	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	2978139	7/26/2005	Playboy Enterprises International, Inc.
SPICE CLIPS	U.S.	2994196	9/13/2005	Spice Entertainment, Inc.
CENTERFOLD	U.S.	2,995,430	9/13/2005	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3012203	11/1/2005	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
5 DEADLY VIDEOS (Design)	U.S.	3060143	2/21/2006	Playboy Enterprises International, Inc.
PLAYBOY (Rabbit Head Design) DAILY	U.S.	3075930	4/4/2006	Playboy Enterprises International, Inc.
PLAYBOY TV ON DEMAND (and cropped Rabbit Head Design)	U.S.	3076053	4/4/2006	Playboy Enterprises International, Inc.
THE EXTREME TRUTH	U.S.	3078595	4/11/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3080700	4/11/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3080832	4/11/2006	Playboy Enterprises International, Inc.
MUSIC RABBIT HEAD DESIGN W/ HEADPHONES	U.S.	3085817	4/25/2006	Playboy Enterprises International, Inc.
STRIPSEARCH	U.S.	3087304	5/2/2006	Playboy Enterprises International, Inc.
PLAYBEAR	U.S.	3092187	5/16/2006	Playboy Enterprises International, Inc.
CYBER (Rabbit Head Design) GIRL	U.S.	3098478	5/30/2006	Playboy Enterprises International, Inc.
100 PROOF (Words)	U.S.	3101876	6/6/2006	Playboy Enterprises International, Inc.
SPICE ON DEMAND (and Design)	U.S.	3106094	6/20/2006	Spice Entertainment, Inc.
NIGHT CALLS RADIO	U.S.	3112314	7/4/2006	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
RABBIT HEAD DESIGN	U.S.	3112931	7/4/2006	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	3115166	7/11/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3115167	7/11/2006	Playboy Enterprises International, Inc.
EDEN	U.S.	3118170	7/18/2006	Playboy Enterprises International, Inc.
THE MANSION	U.S.	3121617	7/25/2006	Playboy Enterprises International, Inc.
CONFIDENTIAL CUTS	U.S.	3124491	8/1/2006	Playboy Entertainment Group, Inc.
RABBIT HEAD DESIGN	U.S.	3126980	8/8/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3128037	8/8/2006	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3128038	8/8/2006	Playboy Enterprises International, Inc.
PRIVATE CALLS (Opposition by Cine Craft)	U.S.	3137809	9/5/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3140250	9/5/2006	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	3140365	9/5/2006	Playboy Enterprises International, Inc.
THE BANG	U.S.	3158753	10/17/2006	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
SPICE HOTEL	U.S.	3166082	10/31/2006	Spice Entertainment, Inc.
SPICE LIVE	U.S.	3167945	11/7/2006	Spice Entertainment, Inc.
PLAYBOY	U.S.	3172072	11/14/2006	Playboy Enterprises International, Inc.
NAUGHTY AMATEUR HOME VIDEOS	U.S.	3175298	11/21/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3176641	11/28/2006	Playboy Enterprises International, Inc.
5 DEADLY VIDEOS	U.S.	3184486	12/12/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3187723	12/19/2006	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3194099	1/2/2007	Playboy Enterprises International, Inc.
CROPPED RABBIT HEAD DESIGN	U.S.	3194120	1/2/2007	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3197423	1/9/2007	Playboy Enterprises International, Inc.
SPICETV WITH LIPS LOGO	U.S.	3213746	2/27/2007	Spice Entertainment, Inc.
PLAYMATE OF THE YEAR	U.S.	3225375	4/3/2007	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	3225376	4/3/2007	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3234302	4/24/2007	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
BUNNY COSTUME (3-D)	U.S.	3234488	4/24/2007	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3237905	5/1/2007	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3242491	5/15/2007	Playboy Enterprises International, Inc.
SPICE STUDIOS	U.S.	3244067	5/22/2007	Spice Entertainment, Inc.
AMATEURPAGES	U.S.	3252844	6/19/2007	ICS Entertainment, Inc.
PLAYBOY TV W/CROPPED RABBIT HEAD DESIGN	U.S.	3264595	7/17/2007	Playboy Enterprises International, Inc.
PLAYBOY TV NETWORKS and Design	U.S.	3264641	7/17/2007	Playboy Enterprises International, Inc.
STRIPSEARCH	U.S.	3265790	7/17/2007	Playboy Enterprises International, Inc.
PLAYBOY MOBILE	U.S.	3269974	7/24/2007	Playboy Enterprises International, Inc.
V(Rabbit Head Design)P	U.S.	3270161	7/24/2007	Playboy Enterprises International, Inc.
V(Rabbit Head Design)P	U.S.	3270162	7/24/2007	Playboy Enterprises International, Inc.
SPICE STUDIOS	U.S.	3277701	8/7/2007	Spice Entertainment, Inc.
GOLF with Rabbit Head Design as part of letter "O" [design]	U.S.	3282796	8/21/2007	Playboy Enterprises International, Inc.
CYBER GIRLS (word)	U.S.	3282833	8/21/2007	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY DIGITAL	U.S.	3283687	8/21/2007	Playboy Enterprises International, Inc.
PLAYBOY CLUB with RABBIT HEAD DESIGN as letter "Y"	U.S.	3297069	9/25/2007	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN with untied bow tie PLAYBOY COMEDY	U.S.	3297145	9/25/2007	Playboy Enterprises International, Inc.
PRIVATE PARTY	U.S.	3303683	10/2/2007	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3308169	10/9/2007	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3308321	10/9/2007	Playboy Enterprises International, Inc.
PLAYBOY MOBILE TV	U.S.	3314130	10/16/2007	Playboy Enterprises International, Inc.
PLAYBOY MOBILE TV	U.S.	3314131	10/16/2007	Playboy Enterprises International, Inc.
BUNNY COSTUME (3-D)	U.S.	3319643	10/23/2007	Playboy Enterprises International, Inc.
BODCAST	U.S.	3326421	10/30/2007	Playboy Enterprises International, Inc.
7 LIVES XPOSED	U.S.	3327584	10/30/2007	Playboy Enterprises International, Inc.
FLY SPICE	U.S.	3331825	11/6/2007	Spice Entertainment, Inc.
PLAYBOY	U.S.	3332171	11/6/2007	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
RABBIT HEAD DESIGN	U.S.	3332173	11/6/2007	Playboy Enterprises International, Inc.
THE GIRLS NEXT DOOR (with Rabbit Head Design as part of letter "I")	U.S.	3332339	11/6/2007	Playboy Enterprises International, Inc.
PLAYBOY'S CASTING CALLS	U.S.	3341456	11/20/2007	Playboy Enterprises International, Inc.
THE GIRLS NEXT DOOR (with Rabbit Head Design as part of letter "I")	U.S.	3349663	12/4/2007	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3349796	12/4/2007	Playboy Enterprises International, Inc.
BUNNY COSTUME [3-D]	U.S.	3353308	12/11/2007	Playboy Enterprises International, Inc.
AMERICAN SEX STAR	U.S.	3353585	12/11/2007	Playboy Enterprises International, Inc.
AMERICAN SEX STAR	U.S.	3353587	12/11/2007	Playboy Enterprises International, Inc.
PARENTAL CONTROL OUR RIGHT. OUR RESPONSIBILITY. [Design]	U.S.	3353824	12/11/2007	Playboy Enterprises International, Inc.
BATH BUNNY	U.S.	3354133	12/11/2007	Playboy Enterprises International, Inc.
BATH(Rabbit Head Design)BUNNY with RABBIT HEAD DESIGN in the middle	U.S.	3354134	12/11/2007	Playboy Enterprises International, Inc.
SHORTEEZ. (word)	U.S.	3354317	12/11/2007	Spice Entertainment, Inc.
PLAYBOY BUNNY	U.S.	3363159	1/1/2008	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY	U.S.	3370451	1/15/2008	Playboy Enterprises International, Inc.
SHOPTHEBUNNY.COM [word]	U.S.	3374355	1/22/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN LEGACY COLLECTION	U.S.	3375815	1/29/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3375827	1/29/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3375828	1/29/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3375883	1/29/2008	Playboy Enterprises International, Inc.
NOT SHY	U.S.	3381775	2/12/2008	Playboy Enterprises International, Inc.
BODCAST	U.S.	3384921	2/19/2008	Playboy Enterprises International, Inc.
BUNNY SHOP	U.S.	3385231	2/19/2008	Playboy Enterprises International, Inc.
THE PLAYBOY CLUB	U.S.	3385834	2/19/2008	Playboy Enterprises International, Inc.
SPICE STUDIOS	U.S.	3386558	2/19/2008	Spice Entertainment, Inc.
PLAYMATE OF THE MONTH	U.S.	3388248	2/26/2008	Playboy Enterprises International, Inc.
PLAYMATE OF THE YEAR	U.S.	3388327	2/26/2008	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
PLAYBOY PASSPORT	U.S.	3392395	3/4/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3392414	3/1/2008	Playboy Enterprises International, Inc.
BUNNY COSTUME (3-D)	U.S.	3392817	3/4/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)SHOP [design]	U.S.	3393374	3/4/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	3406581	4/1/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3406607	4/1/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3406608	4/1/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3410350	4/8/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3415575	4/22/2008	Playboy Enterprises International, Inc.
PLAYBOY CENTERFOLD	U.S.	3416873	4/29/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3424045	5/6/2008	Playboy Enterprises International, Inc.
BUNNY	U.S.	3428026	5/13/2008	Playboy Enterprises International, Inc.
ROCK THE RABBIT	U.S.	3446016	6/10/2008	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
SPICE XCESS	U.S.	3451418	6/17/2008	Spice Entertainment, Inc.
PLAYBOY U	U.S.	3464514	7/8/2008	Playboy Enterprises International, Inc.
BUNNY COSTUME (2-D design)	U.S.	3475111	7/29/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3490174	8/19/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3496428	9/2/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3496429	9/2/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3500652	9/16/2008	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3513566	10/7/2008	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3517492	10/24/2008	Playboy Enterprises International, Inc.
PLAYMATE OF THE YEAR	U.S.	3517643	10/14/2008	Playboy Enterprises International, Inc.
FLY SPICE	U.S.	3522551	10/21/2008	Spice Entertainment, Inc.
SPICE DIGITAL NETWORKS	U.S.	3531524	11/11/2008	Playboy Enterprises International, Inc.
BUNNY MONEY	U.S.	3562703	1/13/2009	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
ROCK THE RABBIT	U.S.	3568109	1/27/2009	Playboy Enterprises International, Inc.
BUNNY COSTUME (3-D)	U.S.	3570782	2/3/2009	Playboy Enterprises International, Inc.
SEE WHAT YOU WANT TO SEE	U.S.	3573569	2/10/2009	Playboy Enterprises International, Inc.
SEE WHAT YOU WANT TO SEE	U.S.	3573570	2/10/2009	Playboy Enterprises International, Inc.
HUSH	U.S.	3576208	2/17/2009	Playboy.com, Inc.
BUNNY COSTUME (3-D)	U.S.	3592968	3/17/2009	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3606772	4/14/2009	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3607640	4/14/2009	Playboy Enterprises International, Inc.
AROUND THE WORLD IN 80 BABES	U.S.	3609953	4/21/2009	Playboy Enterprises International, Inc.
VIP GIRLS	U.S.	3613700	4/28/2009	Playboy Enterprises International, Inc.
NO BOYS ALLOWED	U.S.	3616050	5/5/2009	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3624653	5/19/2009	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3624654	5/19/2009	Playboy Enterprises International, Inc.
HUSH (stylized)	U.S.	3663704	8/4/2009	Playboy.com, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
RABBIT HEAD DESIGN	U.S.	3690340	9/29/2009	Playboy Enterprises International, Inc.
THE GIRLS NEXT DOOR	U.S.	3704353	11/3/2009	Playboy Enterprises International, Inc.
OUTLAW MEN PRODUCTIONS	U.S.	3709474	11/10/2009	CJI Holdings, Inc.
SEX CELLS	U.S.	3741185	1/19/2010	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3749284	2/16/2010	Playboy Enterprises International, Inc.
BODCAST	U.S.	3810929	6/29/2010	Playboy Enterprises International, Inc.
VIP GIRLS	U.S.	3848313	9/14/2010	Playboy Enterprises International, Inc.
PLAYBOY RADIO	U.S.	3869381	11/2/2010	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	3877746	11/16/2010	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	3877747	11/16/2010	Playboy Enterprises International, Inc.
GIRLS OF SUMMER	U.S.	1.678.521	3/10/1992	Playboy Enterprises International, Inc.
SEX COURT	U.S.	2548594	3/12/2002	Playboy Enterprises International, Inc.
ADULT.COM	U.S.	2980083	7/26/2005	ICS Entertainment, Inc.
AMERICAN SEX STAR	U.S.	3270513	7/24/2007	Playboy Enterprises International, Inc.

Trademark	Country	Reg. No.	Reg. Date	Record Owner
ENTERTAINMENT FOR MEN	U.S.	75/829000	10/21/1999	Playboy Enterprises International, Inc.

II. U.S. TRADEMARK APPLICATIONS

Trademark	Country	App. No.	App. Date	Record Owner
BUNNY COSTUME (3-D)	U.S.	78/513383	11/8/2004	Playboy Enterprises International, Inc.
HEF'S SUPERBUNNIES	U.S.	77519805	7/11/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621877	11/25/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621873	11/25/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621878	11/25/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621949	11/25/2008	Playboy Enterprises International, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621875	11/25/2008	Playboy Enterprises International, Inc.
INNER VIXEN	U.S.	77065180	12/5/2006	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	85005409	4/2/2010	Playboy Enterprises International, Inc.
PLAYBOY	U.S.	77834415	9/24/2009	Playboy Enterprises International, Inc.

Trademark	Country	App. No.	App. Date	Record Owner
PLAYBOY AFTER DARK	U.S.	78770576	12/9/2005	Playboy Enterprises International, Inc.
PLAYBOY PHYSICAL	U.S.	77908189	1/8/2010	Playboy Enterprises International, Inc.
PLAYBOY PHYSICAL	U.S.	77908212	1/8/2010	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77627745	12/5/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77374367	1/17/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77374414	1/17/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77626774	12/4/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77626765	12/4/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77711608	4/10/2009	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77624005	12/1/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77624011	12/1/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77845816	10/9/2009	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77845908	10/9/2009	Playboy Enterprises International, Inc.

Trademark	Country	App. No.	App. Date	Record Owner
PLAYMATE	U.S.	77782005	7/15/2009	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77627688	12/5/2008	Playboy Enterprises International, Inc.
PLAYMATE	U.S.	77908224	1/8/2010	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	85005414	4/2/2010	Playboy Enterprises International, Inc.
RABBIT HEAD DESIGN	U.S.	77834480	9/24/2009	Playboy Enterprises International, Inc.
ROCK THE RABBIT	U.S.	77644314	1/6/2009	Playboy Enterprises International, Inc.
SEXCETERA	U.S.	77209392	6/19/2007	Playboy Enterprises International, Inc.
SPICE	U.S.	77630605	12/10/2008	Playboy Enterprises International, Inc.
THE BUNNY BRA with RABBIT HEAD DESIGN	U.S.	77190829	5/25/2007	Playboy Enterprises International, Inc.
THE GAMER NEXT DOOR	U.S.	77553930	7/22/2008	Playboy Enterprises International, Inc.
THE GAMER NEXT DOOR	U.S.	77553931	7/22/2008	Playboy Enterprises International, Inc.
THE GIRLS NEXT DOOR (with Rabbit Head Design as part of letter "I")	U.S.	77797945	8/5/2009	Playboy Enterprises International, Inc.
THE GIRLS NEXT DOOR (word mark)	U.S.	77797432	8/5/2009	Playboy Enterprises International, Inc.

Trademark	Country	App. No.	App. Date	Record Owner
THE GIRLS NEXT DOOR (with Rabbit Head Design as part of letter "I")	U.S.	78697809	8/22/2005	Playboy Enterprises International, Inc.
THE SMOKING JACKET	U.S.	85045438	5/21/2010	Playboy Enterprises International, Inc.
THESMOKINGJACKET	U.S.	85045420	5/21/2010	Playboy Enterprises International, Inc.
THESMOKINGJACKET with Rabbit Head Design as part of letter "O"	U.S.	85045439	5/21/2010	Playboy Enterprises International, Inc.
TV FOR 2	U.S.	85022139	4/23/2010	Playboy Enterprises International, Inc.
TV FOR 2	U.S.	85022166	4/23/2010	Playboy Enterprises International, Inc.
VIDEO CENTERFOLD	U.S.	77209009	6/18/2007	Playboy Enterprises International, Inc.
WHAT EVERYONE IS WEARING.	U.S.	77806319	8/17/2009	Spice Entertainment, Inc.
WHAT EVERYONE IS WEARING.	U.S.	77806334	8/17/2009	Spice Entertainment, Inc.
BUNNY BRA	U.S.	85138141	9/24/2010	Playboy Enterprises International, Inc.
THE BUNNY BRA	U.S.	85138148	9/24/2010	Playboy Enterprises International, Inc.
JAZZ LOGO WITH RABBIT HEAD DESIGN	U.S.	76244263	4/20/2001	Playboy Enterprises International, Inc.
MISS SOCIAL AND RABBIT HEAD DESIGN	U.S.	85211293	1/5/2011	Playboy Enterprises International, Inc.

Trademark	Country	App. No.	App. Date	Record Owner
THE STASH	U.S.	85224470	1/24/2011	Playboy Enterprises International, Inc.
GAMER NEXT DOOR	U.S.	85138005	9/24/2010	Playboy Enterprises International, Inc.
GAMER NEXT DOOR	U.S.	85138082	9/24/2010	Playboy Enterprises International, Inc.
GAMER NEXT DOOR	U.S.	85138097	9/24/2010	Playboy Enterprises International, Inc.
HOT MARKET	U.S.	77631558	12/11/2008	Playboy Enterprises International, Inc.
PLAYBOY OF THE YEAR	U.S.	76/005504	3/20/2000	Playboy Enterprises International, Inc.
PLAYMATE OF THE YEAR	U.S.	77244972	8/2/2007	Playboy Enterprises International, Inc.
THE GAMER NEXT DOOR	U.S.	85135786	9/22/2010	Playboy Enterprises International, Inc.
THE GAMER NEXT DOOR	U.S.	85135792	9/22/2010	Playboy Enterprises International, Inc.
TWISTED HARE GAMES	U.S.	85106519	8/12/2010	Playboy Enterprises International, Inc.
THE HOT NETWORK	U.S.	77510391	6/27/2008	Spice Entertainment, Inc.
BUNNY(Rabbit Head Design)COLLECTION	U.S.	77621870	11/25/2008	Playboy Enterprises International, Inc.
THE MANSION	U.S.	78/316853	10/22/2003	Playboy Enterprises International, Inc.