

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
Digital Media Research S.r.l.		09/28/2012	LIMITED LIABILITY COMPANY: ITALY
RECEIVING PARTY DATA			
Name:	Media Group SRL		
Street Address:	Viale Dei Mille, 35		
City:	20129 Milan		
State/Country:	ITALY		
Entity Type:	LIMITED LIABILITY COMPANY: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85977147	DMR	
CORRESPONDENCE DATA			
Fax Number:	2028576395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202 857 6389		
Email:	henrye@arentfox.com		
Correspondent Name:	Michael A. Grow		
Address Line 1:	1050 Connecticut Avenue, NW		
Address Line 2:	Arent Fox LLP		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20036		
ATTORNEY DOCKET NUMBER:	24930/024		
DOMESTIC REPRESENTATIVE			
Name:	Michael A. Grow		
Address Line 1:	1050 Connecticut Avenue, NW		

OP \$40.00 85977147

Address Line 2: Arent Fox LLP

Address Line 4: Washington, DISTRICT OF COLUMBIA 20036

NAME OF SUBMITTER:

Chiara Giuliani

Signature:

/Chiara Giuliani/

Date:

10/03/2012

Total Attachments: 2

source=Assignment Form#page1.tif

source=Assignment Form#page2.tif

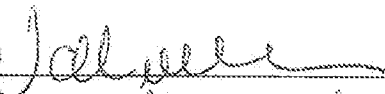
ASSIGNMENT

WHEREAS, Digital Media Research S.r.l. ("Assignor"), an Italian limited liability company, is the owner of all right, title and interest in and to the mark DMR, for which Assignor filed the applications listed in Exhibit A attached hereto with the Patent and Trademark Office;

WHEREAS, Media Group SRL("Assignee"), an Italian limited liability company, having an address of Viale Dei Mille, 35, 20129 Milan, Italy, is desirous of acquiring all right, title and interest in and to said mark and the application thereof, together with the goodwill of the business associated with the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said mark and the application thereof, together with the goodwill of the business symbolized by the mark.

DIGITAL MEDIA RESEARCH S.R.L.

By 

Printed Name MARGIA VERCELLINI

Title Sole Administrator

Date 28 September 2012

EXHIBIT A

Application No. 85/977147	
---------------------------	--