

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
Zui.com, Inc.		09/14/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Saban Digital Studios LLC		
Street Address:	10100 Santa Monica Blvd.		
Internal Address:	Suite 500		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Serial Number:	77411886	KIDRANK	
Serial Number:	77976029	KIDZUI	
Serial Number:	77111525	KIDZUI	
Serial Number:	77411887	ZUI	
CORRESPONDENCE DATA			
Fax Number:	3102774730		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(310) 551-9306		
Email:	jarciniega@mwe.com		
Correspondent Name:	Jorge Arciniega		
Address Line 1:	2049 CENTURY PARK EAST		
Address Line 2:	Suite 3800		
Address Line 4:	Los Angeles, CALIFORNIA 90067-3218		
NAME OF SUBMITTER:	JORGE ARCINIEGA		
		TRADEMARK	

Signature:	/JORGE ARCINIEGA/
Date:	02/01/2013
Total Attachments: 3 source=Trademark Assignment Zui.com, Inc. to Saban Digital Studios LLC#page1.tif source=Trademark Assignment Zui.com, Inc. to Saban Digital Studios LLC#page2.tif source=Trademark Assignment Zui.com, Inc. to Saban Digital Studios LLC#page3.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment is effective as of the 14th day of September, 2012.

WHEREAS, Zui.com, Inc. ("Assignor"), is the owner of the trademarks and trade names listed on Schedule A ("Marks"); and

WHEREAS, pursuant to the Asset Purchase Agreement dated as of September 14, 2012, by and among Saban Digital Studios LLC, a Delaware limited liability company ("Assignee"), Assignor and the parties listed on Exhibits A-1 and A-2 thereto (the "Agreement"), Assignor has agreed to assign the Marks, together with the goodwill of the business symbolized by the Marks, to Assignee;

WHEREAS, Assignee is a successor to the portion of the business of the Assignor to which the Marks pertain; and


WHEREAS, Assignee desires to acquire the Marks, and any and all applications and/or registrations therefor, together with the goodwill of the business symbolized by the Marks.

NOW, THEREFORE, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, the entire right, title and interest, whether statutory or at common law, in and to the Marks, together with the goodwill of the business symbolized by the Marks throughout the world, together with all causes of action for previously occurring infringements of the rights being assigned, and the right to receive and retain the proceeds relating to those infringements.

[Signature Page Follows]

IN WITNESS WHEREOF, this Trademark Assignment has been executed and delivered by a duly authorized representative of Assignor as of the date and year first above written.

Zai.com, Inc., a Delaware corporation

By: 
Name: *Thomas C. Broadhead*
Title: *COO*

SCHEDULE A

TRADEMARKS

Trademark	Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
KIDRANK <i>Owner Name:</i> Zui.com, Inc. <i>Goods:</i> Class 41: Providing information about the popularity and ratings of online and interactive educational and entertainment content, namely, websites, videos, photos, and other online content via global communications networks, for educational and entertainment purposes. Class 42: Providing a website that gives computer and mobile device users the ability to post, view, upload and share user-generated comments about websites, videos, photos, and other online content via global communications networks.	United States	NOA Issued 41,42	77/411886 03-Mar-2008	
KIDZUI <i>Owner Name:</i> Zui.com, Inc. <i>Goods:</i> Class 42: Online and wireless services, namely, providing a website for managing and monitoring use of the Internet and other electronic and wireless communications networks.	United States	Registered 42	77/976029 20-Feb-2007	3541675 02-Dec-2008
KIDZUI <i>Owner Name:</i> Zui.com, Inc. <i>Goods:</i> Class 9: Computer hardware; computer software in the nature of operating systems and related applications, namely, software for browsing the Internet, downloading files, managing access to websites, and monitoring Internet use, graphical user interface software, computer game software; software for transmitting, receiving and managing electronic messages.	United States	Registered 09	77/111525	364404020 Feb 2007
ZUI <i>Owner Name:</i> Zui.com, Inc. <i>Goods:</i> Class 9: Computer software for creating, customizing, manipulating, displaying, using, and storing digital avatars for use online and with online computer software games, online web-based community environments, messaging, and for delivery to and use on various platforms and media, namely, computers, computer networks, mobile phones, mobile devices, handheld computers, and electronic devices. Class 42: Providing a website and web-based access to online non-downloadable software that allows computer users to create, customize, manipulate, display, use, store and purchase digital avatars for use online and with online computer software games, online web-based community environments, messaging, and for delivery to and use on various platforms and media, including computers, computer networks, mobile phones, mobile devices, handheld computers, and electronic devices; Maintenance of online computer software gaming, web-based community environments, and electronic game services featuring digital avatars for entertainment purposes, by means of the Internet or other computer or telecommunication networks, wireless communications network or a computer-based system.	United States	Published 09, 42	77/411887 03-Mar-2008	

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