

TRADEMARK ASSIGNMENT

WHEREAS, Hollywood Studio, a California corporation with a principal place of business at 21590 Pico Boulevard, Culver City, CA 90036, is the owner of the following registration(s) of the ZIPPITY trademark:

Jurisdiction	Mark	Registration No.
United States (Federal)	ZIPPITY	2,341,659
California	ZIPPITY	651,207

WHEREAS, VideoArts, a California corporation with a principal place of business at 421 Harrison Street, San Francisco, CA 94101, is desirous of acquiring said trademark(s) and registration(s), and related names and marks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Hollywood Studio does hereby assign unto VideoArts all right, title and interest, including common law rights, in the United States of America and all other countries and jurisdictions of the world in and to the ZIPPITY mark, and all other names and marks similar to or based upon the ZIPPITY mark it has used ("ZIPPITY Names and Marks"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the ZIPPITY Names and Marks (including without limitation those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity, that Hollywood Studio has or may have in profits and damages for past, present and future infringements thereof, including but not limited to the right to compromise, sue for and collect said profits and damages.

HOLLYWOOD STUDIO

Signed at \_\_\_\_\_,

this \_\_\_\_ day of July, 2003. By: \_\_\_\_\_

Name:  
Title:

California of \_\_\_\_\_  
County of \_\_\_\_\_

On this \_\_\_\_ day of July, 2003, before me, \_\_\_\_\_, a Notary Public in and for the California of \_\_\_\_\_, personally appeared \_\_\_\_\_, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s) or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

\_\_\_\_\_  
Notary Public