

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
Guitar Center, Inc.		02/17/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ningbo SoundKing Group Co., Ltd.		
Street Address:	818# Chenxin Road, Yinzhou Investment Industry Park		
City:	Ningbo		
State/Country:	CHINA		
Postal Code:	315040		
Entity Type:	LIMITED LIABILITY COMPANY: CHINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77638334	STUDIOMASTER	
Serial Number:	78890454	STUDIO MASTER	
CORRESPONDENCE DATA			
Fax Number:	(714)427-7799		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	714-427-7420		
Email:	sfamus@swlaw.com		
Correspondent Name:	Joseph W. Price		
Address Line 1:	600 Anton Boulevard, Suite 1400		
Address Line 4:	Costa Mesa, CALIFORNIA 92626		
ATTORNEY DOCKET NUMBER:	55954-0005		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Joseph W. Price

Signature:

/Joseph W. Price/

Date:

06/09/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS


WHEREAS, Guitar Center, Inc., a Delaware corporation, having a principle place of business at 5795 Lindero Canyon Road, Westlake Village, California 91362 (Assignor), owner of Application Nos. 77/638,334 for the mark STUDIOMASTER and 78/890,454 for the mark STUDIO MASTER (collectively "the marks"),

WHEREAS Ningbo SoundKing Group Co., Ltd., a limited liability company in China, having a principle place of business at 818# Chenxin Road, Yinzhou Investment Industry Park, Ningbo, China 315040 (Assignee) desires to acquire the marks and all rights in any registrations therefore;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the marks STUDIOMASTER and STUDIO MASTER and any registrations therefore, together with the good will of the business symbolized by the marks.

ASSIGNOR:
Guitar Center, Inc.

Date: Feb. 17, 2010


Name: David Angrell
Title: Exec. VP