

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bella Pictures Holdings, LLC		12/17/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	The Pros Entertainment Services, Inc.
<b>Street Address:</b>	1800 Byberry Road
<b>Internal Address:</b>	Suite 1401
<b>City:</b>	Huntingdon Valley
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	19006
<b>Entity Type:</b>	CORPORATION: PENNSYLVANIA

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	3032996	BELLA PICTURES
Registration Number:	3615079	BELLA PICTURES
Registration Number:	3615080	BELLA PICTURES
Registration Number:	3622751	CAFE BELLA

**CORRESPONDENCE DATA**

Fax Number: 6103598580  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 610-359-7300  
 Email: RBFamiglio@FamiglioAssociates.com  
 Correspondent Name: Robert B. Famiglio, Esq.  
 Address Line 1: FAMIGLIO & ASSOCIATES  
 Address Line 2: P.O. Box 1999  
 Address Line 4: Media, PENNSYLVANIA 19063-8999

OP \$115.00 3032996

ATTORNEY DOCKET NUMBER:	4402-15
NAME OF SUBMITTER:	Robert B. Famiglio
Signature:	/Robert B. Famiglio/
Date:	11/12/2013
Total Attachments: 4 source=TM Assignment frm Bella to Pros#page1.tif source=TM Assignment frm Bella to Pros#page2.tif source=TM Assignment frm Bella to Pros#page3.tif source=TM Assignment frm Bella to Pros#page4.tif	

**TRADEMARK ASSIGNMENT**

WHEREAS, BELLA PICTURES HOLDINGS, LLC, a Delaware limited liability <sup>Company</sup> corporation ("Assignor") is the exclusive owner of the U.S. trademark registrations listed on the attached Schedule A (the "Trademarks");

WHEREAS, Assignor desires to sell, transfer, and assign all of Assignor's right, title, and interest in and to the Trademarks, together with all of the goodwill of the business associated with the Trademarks, to THE PROS ENTERTAINMENT SERVICES, INC., a Pennsylvania corporation ("Assignee"), on the terms and conditions more particularly set forth in the Asset Purchase Agreement by and among the Assignor and Assignee, dated as of the date hereof (the "Asset Purchase Agreement"); and

WHEREAS, Assignor wishes to memorialize herein said assignment, transfer and sales of the Trademarks, together with all of the goodwill of the business associated with the Trademarks, to Assignee.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration set forth in the Asset Purchase Agreement, and other valuable and legally sufficient consideration, the receipt and legal sufficiency of which is hereby acknowledged, Assignor has sold, assigned and transferred, and by these presents does sell, assign and transfer unto Assignee, its entire right, title and interest in and to the Trademarks, and all of the goodwill associated therewith, and all claims for damages by reason of past or current infringement of same, with the right to sue for and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, subject to the terms of the Asset Purchase Agreement.

This agreement shall be binding upon and shall inure to the benefit of the respective successors and permitted assigns of Assignor and Assignee.

[Signature page to follow.]

IN WITNESS WHEREOF, the undersigned have duly executed this Assignment as of the 17th day of DECEMBER, 2012.

ASSIGNOR:

**BELLA PICTURES HOLDINGS, LLC**


By: CPI CORP., its Manager

By: \_\_\_\_\_

Its: \_\_\_\_\_

ASSIGNEE:

**THE PROS ENTERTAINMENT SERVICES, INC.**

  
By: \_\_\_\_\_  
Keith Tessler

Its: \_\_\_\_\_  
Co-President

IN WITNESS WHEREOF, the undersigned have duly executed this Assignment as of the 17<sup>th</sup> day of DECEMBER, 2012.

ASSIGNOR:

**BELLA PICTURES HOLDINGS, LLC**

By: CPI CORP., its Manager

Dale Heins  
By: Dale Heins

Its: EVP Finance / CFO / Treasurer

ASSIGNEE:

**THE PROS ENTERTAINMENT SERVICES, INC.**

\_\_\_\_\_  
By: \_\_\_\_\_

Its: \_\_\_\_\_

**SCHEDULE A: U.S. TRADEMARK REGISTRATIONS**

<b><u>Mark</u></b>	<b><u>Registration No./Serial No.</u></b>	<b><u>Status</u></b>
Bella Pictures	3,032,996	Registered
Bella Pictures & Design	3,615,079	Registered
Bella Pictures (stylized)	3,615,080	Registered
Café Bella	3,622,751	Registered