

06-10-1998

Form PTC-1594
1-31-98

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

MRD 5-13-98
Tab settings 000 ▼



100733303

original documents or copy thereof.

1. Name of conveying party(ies):

Equity Marketing, Inc.
(a Delaware corporation)

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: KT Holdings, Inc.

Internal Address: _____

Street Address: 9455 De Soto Avenue

City: Chatsworth State: CA ZIP: 91311

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State California
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 8, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
(See attachment 4A)

B. Trademark registration No.(s)

(See attachment 4B)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Lee New

Internal Address: Hanna and Morton * Thorpe
and Thorpe

Street Address: 600 Wilshire Blvd.,
17th Floor

City: Los Angeles State: CA ZIP: 90017

6. Total number of applications and registrations involved: _____

14

7. Total fee (37 CFR 3.41): _____ \$ 380.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

N/A

(Attach duplicate copy of this page if paying by deposit account)

06/10/1998
01 FC:481
02 FC:482
03 FC:998

06/10/1998 00000000 7416867

7416867
40.00 DP
325.00 DP
15.00 DP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Lee New
Name of Person Signing

Lee New
Signature

May 12, 1998
Date

Total number of pages comprising cover sheet: _____

3

OMB No. 0851-0011 (exp. 4/94)

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

ASSISTANT COMMISSIONER FOR
TRADEMARKS
BOX ASSIGNMENTS
2900 CRYSTAL DR.
ARLINGTON, VA 22202-8513
TRADEMARK

REEL: 1738 FRAME: 0586

ATTACHMENT 4A

Trademark	Registration No.	Application No.
Earthmates	1696236	74/160267
Friends of the Environment	1948065	74/527475
Friends of the Environment	1854260	74/379397
Friends of the Forest	1690111	74/056307
Friends of the Forest	1645376	74/056172
Friends of the Forest (& Design)	1687834	74/100061
Friends of the Forest (& Design)	1718265	74/099984
Friends of the Forest (& Design)	1706944	74/100224
Friends of the Ocean	1796975	74/157382
Friends of the Ocean (& Logo)	1802841	74/253242
Friends of the Wetlands	1820698	74/167478
Sawtooth Pack	2046692	75/975660

ATTACHMENT 4B

Trademark	Application No.
Wild By Nature	74/667935
Wild By Nature	74/668633

**ASSIGNMENT OF PENDING TRADEMARK APPLICATIONS
TO SUCCESSOR COMPANY**

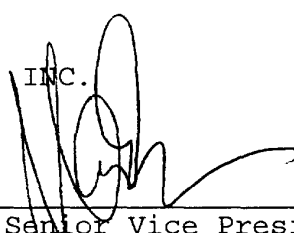
WHEREAS, Equity Marketing, Inc, a Delaware corporation, having its principal offices at 131 South Rodeo Drive, Suite 300, Beverly Hills, CA 90212, has adopted, used, is using and is the owner of the following trademarks which are pending in the United States Patent and Trademark Office:

Trademark	Application No.	Filing Date
Wild By Nature	74/667935	01 May 95
Wild By Nature	74/668633	01 May 95

and WHEREAS, KT Holdings, Inc., a California corporation, has succeeded to the business, assets and appurtenant goodwill of said Equity Marketing, Inc.

NOW, THEREFORE, in consideration of the sum of one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Equity Marketing, Inc., hereby assigns to KT Holdings, all right, title and interest and to said trademarks therefor, together with the goodwill of the business symbolized by said trademarks thereof.

EQUITY MARKETING, INC.

By: 
Mark Lewis, Senior Vice President
of Business Affairs and Administration

STATE OF CALIFORNIA)
) ss.
COUNTY OF LOS ANGELES)

On April 8, 1998 before me, the undersigned, a Notary Public in and for said County and State, personally appeared Mark E. Lewis, 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.

[SEAL]

Witness my hand and official seal.

Lisa Gail Jobe



**ASSIGNMENT OF REGISTERED TRADEMARKS
TO SUCCESSOR COMPANY**

WHEREAS, Equity Marketing, Inc, a Delaware corporation, having its principal offices at 131 South Rodeo Drive, Suite 300, Beverly Hills, CA 90212, has adopted, used, is using and is the owner of the following registered trademarks in the United States Patent and Trademark Office:

Trademark	Registration No.	Registration Date
Earthmates	1696236	23 Jun 92
Friends of the Environment	1948065	16 Jan 96
Friends of the Environment	1854260	13 Sep 94
Friends of the Forest	1690111	12 Jun 92
Friends of the Forest	1645376	21 May 91
Friends of the Forest (& Design)	1687834	19 May 92
Friends of the Forest (& Design)	1718265	22 Sep 92
Friends of the Forest (& Design)	1706944	11 Aug 92
Friends of the Ocean	1796975	05 Oct 93
Friends of the Ocean (& Logo)	1802841	02 Nov 93
Friends of the Wetlands	1820698	08 Feb 94
Sawtooth Pack	2046692	18 Mar 97

and WHEREAS, KT Holdings, Inc., a California corporation, has succeeded to the business, assets and appurtenant goodwill of said Equity Marketing, Inc.