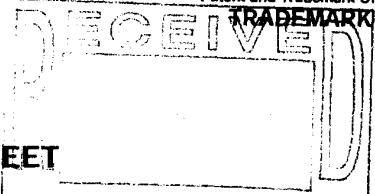


07-27-1998



J/22/98

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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 1759 FRAME: 0222

000-00136
JAN 23 1998
PTO

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,958,044"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

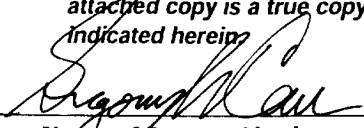
Authorization to charge additional fees:

Yes

No

Statement and Signature

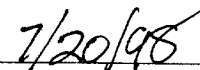
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.



Name of Person Signing

Gregory W. Carr

Signature



Date Signed

ASSIGNMENT

Trademark and Trademark Registration

WHEREAS, LA OFERTA, INC. ("ASSIGNOR"), a Illinois Corporation having a principal place of business at 4055 West 26th Street, Chicago, Illinois 60623;

WHEREAS, ASSIGNOR owns all rights, title and interest to a certain trademark, (collectively, the "Mark") and registration of the Mark (collectively, the "Trademark Registration"), which is identified in Schedule "A" attached hereto; and

WHEREAS, HEFTEL BROADCASTING CORPORATION ("ASSIGNEE"), a Delaware Corporation having a business address of 100 Crescent Court, Suite 1777, Dallas, Texas, 75201, is desirous of acquiring the worldwide right, title and interest in and to the Mark and Trademark Registration.

NOW THEREFORE, in consideration of ten dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR agrees and covenants as follows:

ASSIGNOR sells, assigns, conveys and transfers to ASSIGNEE, and ASSIGNEE accepts as of the date of this Assignment,

(1) all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark, including the right to apply for and receive registrations of the Mark throughout the United States and in all other countries of the world and the right to sue and recover damages for past, present and future infringements; and

(2) all right, title and interest in and to the Trademark Registration, together with that portion of ASSIGNOR's business with which the mark is intended to be used, including all priority rights to apply for and receive registrations throughout the world in the name of ASSIGNEE or its successor, assign or representative.

IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment this 15TH day of MAY, 1998.

LA OFERTA, INC.

By: *Mac Tichenor*
Printed Name: Mac Tichenor, Jr.
Title: President

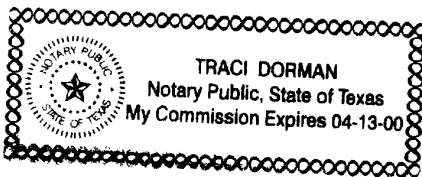
Attest: _____

State of Texas §
County of Dallas §

On this 15th day of May, 1998, before me, a Notary Public in and for the State and County aforesaid, personally appeared Mac Tichenor, Jr. to me well known and known by me to be the person of the above name who signed and sealed the foregoing instrument and acknowledged the same to be his own free act and deed.

Traci Dorman
Notary Public

My Commission Expires: 4-13-00



ACCEPTED:

**HEFTEL BROADCASTING
CORPORATION**

By: *Mac Tichenor, Jr.*
Printed Name: Mac Tichenor, Jr.
Title: President

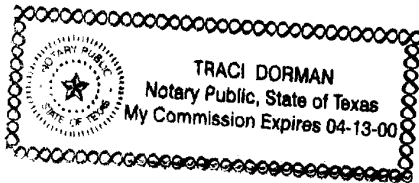
Attest: _____

State of Texas §
County of Dallas §

On this 15th day of May, 1998, before me, a Notary Public in and for the State and County aforesaid, personally appeared Mac Tichenor, Jr. to me well known and known by me to be the person of the above name who signed and sealed the foregoing instrument and acknowledged the same to be his own free act and deed.

Traci Dorman
Notary Public

My Commission Expires: 7.13.00



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123197 v1
412:13502-B00018

TRADEMARK ASSIGNMENT BETWEEN
LA OFERTA, INC. and HEFTEL BROADCASTING CORPORATION

SCHEDULE A

TRADEMARK

LA X

TRADEMARK REGISTRATION

Mark: LA X
Reg. No: 1,958,044
Reg. Date: 02/20/96