

FORM PTO-1618A
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OMB 0661-0027

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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



100799294

8/19/98

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
- Merger
- Change of Name
- Other _____

Effective Date
Month Day Year
08 05 1998

Conveying Party

Mark if additional names of conveying parties attached

Name Abrams Gentile Entertainment, Inc.

Execution Date
Month Day Year
08 05 1998

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name MJJ Multimedia LLC

DBA/AKA/TA _____

Composed of _____

Address (line 1) 244 West 54th Street

Address (line 2) _____

Address (line 3) New York

City

New York

State/Country

10019

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other Limited Liability Company

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.)

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

08/21/1998 DMBUYEN 00000267 75331229

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40.00 DP

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, O.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0661-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0661-0027, 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

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REEL: 1772 FRAME: 0475

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" value="75331229"/>	<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"/>	<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.

Daniel O'Connell Offner, Esq. 
Name of Person Signing Signature Date Signed

ASSIGNMENT

WHEREAS, ABRAMS GENTILE ENTERTAINMENT, INC., a New York corporation, of 244 West 54th Street, Ninth Floor, New York, NY 10019 has intended to used the mark, SPARKLE BRITE, in commerce and has filed an application, now assigned Serial No. 75/331229, indicating that intention, and

WHEREAS, applicant is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060;

WHEREAS, MJJ MULTIMEDIA LLC, a Delaware limited liability company, of 244 West 54th Street, Ninth Floor, New York, NY 10019, is desirous of acquiring said trademark and the pending intent-to-use application therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said ABRAMS GENTILE ENTERTAINMENT, INC., does hereby assign to said MJJ MULTIMEDIA LLC, all right, title and interest in and to the trademark, SPARKLE BRITE, and the goodwills of business symbolized thereby.

Signed at ABRAMS GENTILE ENTERTAINMENT, INC., this 5th day of April, 1998.

ABRAMS GENTILE ENTERTAINMENT, INC.,

By [Signature]
John Gentile, President

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