

KIRTON & McCONKIE

A PROFESSIONAL CORPORATION

WILFORD W. KIRTON, JR.
OSCAR W. McCONKIE
ANTHONY I. BENTLEY, JR.
RICHARD R. NESLEN
MYRON L. SORENSEN
ROBERT W. EDWARDS
B. LLOYD POELMAN
RAEBURN G. KENNARD
JERRY W. DEARINGER
BRUCE FINDLAY
CHARLES W. DAHLQUIST, II
LEE FORD HUNTER +
RICHARD G. JOHNSON, JR. ±
WILLIAM H. WINGO
DAVID M. McCONKIE
DENIS R. MORRELL
READ R. HELLEWELL
ROLF H. BERGER
OSCAR W. McCONKIE, III

MARC N. MASCARO
DAVID A. WESTERBY
LORIN C. BARKER
DAVID M. WAHLQUIST
ROBERT S. PRINCE
WALLACE O. FELSTED
MERRILL F. NELSON
PAUL H. MATTHEWS
FRED D. ESSIG
WILLIAM A. MEADERS, JR.
CLARK B FETZER?
THOMAS L. MONSON
DALE E. HULSE **
BERNE S. BROADBENT *
SAMUEL D. McVEY†
GREGORY M. SIMONSEN§
VON G. KEETCH
STUART F. WEED
THOMAS D. WALK

JAMES E. ELLSWORTH‡
TODD E. ZENGER *
DAVID J. HARDY
JILL A. ZENDER
RANDY T. AUSTIN
ALEXANDER DUSHKU†
DAVID S. DOTY
DORANY RODRIGUEZ-BALTAZAR*
BRYAN H. BOOTH
RANDALL C. ALLEN
MICHAEL M. CONGER
† ALSO ADMITTED IN CALIFORNIA
‡ ALSO ADMITTED IN DISTRICT OF COLUMBIA
* ALSO ADMITTED IN NEW MEXICO
§ ALSO ADMITTED IN WYOMING
± ALSO ADMITTED IN ARIZONA
+ ALSO ADMITTED IN MINNESOTA
+ LEAVE OF ABSENCE
* REGISTERED PATENT ATTORNEY
‡ ADMITTED IN PUERTO RICO ONLY

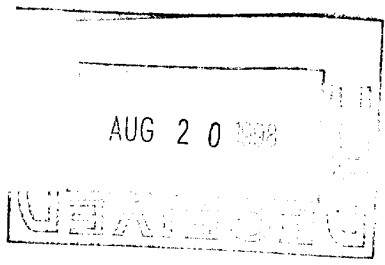
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TELEPHONE (801) 328-3600
OF COUNSEL
RAYMOND W. GEE

8/20/98

08-27-1998



100807004



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

Sir:

The enclosed document is being submitted for recordation in accordance with 37 C.F.R. § 3.11. Pursuant to 37 C.F.R. §§ 3.28 and 3.31, the following information is provided:

- Conveying party(ies): Corporation of the President of the Church of Jesus Christ of Latter-day Saints (Utah Corporation Sole)
Address: 50 E. North Temple, Salt Lake City, UT 84150
Corporation of the Presiding Bishopric of the Church of Jesus Christ of Latter-day Saints (a Utah Corporation Sole)
Address: 50 E. North Temple, Salt Lake City, UT 84150
The Church of Jesus Christ of Latter-day Saints (an unincorporated religious association)
Address: 50 E. North Temple, Salt Lake City, UT 84150

Receiving party(ies): Intellectual Reserve, Inc. (a Utah nonprofit corporation)
Address: 50 E. North Temple, Salt Lake City, UT 84150

06/24/1998 BMSUYEN 00000243 1093895
01 FC:481 40.00 DP
02 FC:482 1000.00 DP

Nature of conveyance: Assignment
Date of execution: December 23, 1997

Trademarks against which the document is to be recorded:

1. U.S. Trademark Registration No. 1,093,895
Registration Date 6/20/78
2. U.S. Trademark Registration No. 2,097,186
Registration Date 9/16/97
3. U.S. Trademark Registration No. 1,749,899
Registration Date 2/2/93
4. U.S. Trademark Registration No. 1,864,725
Registration Date 11/29/94
5. U.S. Trademark Registration No. 1,980,319
Registration Date 6/18/96
6. U.S. Trademark Registration No. 1,776,809
Registration Date 6/15/93
7. U.S. Trademark Registration No. 1,963,567
Registration Date 3/19/96
8. U.S. Trademark Registration No. 1,757,271
Registration Date 3/9/93
9. U.S. Trademark Registration No. 1,738,742
Registration Date 12/8/92
10. U.S. Trademark Registration No. 1,505,790
Registration Date 9/27/88
11. U.S. Trademark Registration No. 1,101,860
Registration Date 9/12/78
12. U.S. Trademark Registration No. 1,770,880
Registration Date 5/11/93
13. U.S. Trademark Registration No. 1,654,221
Registration Date 8/20/91
14. U.S. Trademark Registration No. 1,799,706
Registration Date 10/19/93
15. U.S. Trademark Registration No. 1,861,652
Registration Date 11/8/94

TRADEMARK

16. U.S. Trademark Registration No. 1,524,555
Registration Date 2/14/89
17. U.S. Trademark Registration No. 1,527,447
Registration Date 2/28/89
18. U.S. Trademark Registration No. 1,550,793
Registration Date 8/8/89
19. U.S. Trademark Registration No. 2,057,540
Registration Date 4/29/97
20. U.S. Trademark Registration No. 2,100,762
Registration Date 9/30/97
21. U.S. Trademark Registration No. 1,511,286
Registration Date 11/1/88
22. U.S. Trademark Serial No. 74/714,044
Filing Date: 8/9/95
23. U.S. Trademark Serial No. 74/714,041
Filing Date: 8/9/95
24. U.S. Trademark Serial No. 74/714,042
Filing Date: 8/9/95
25. U.S. Trademark Serial No. 74/722,044
Filing Date: 8/23/95
26. U.S. Trademark Serial No. 74/736,850
Filing Date: 9/22/95
27. U.S. Trademark Serial No. 74/736,825
Filing Date: 9/22/95
28. U.S. Trademark Serial No. 74/736,427
Filing Date: 9/22/95
29. U.S. Trademark Serial No. 74/736,426
Filing Date: 9/22/95
30. U.S. Trademark Serial No. 75/007,948
Filing Date: 10/19/95
31. U.S. Trademark Serial No. 75/007,902
Filing Date: 10/19/95

TRADEMARK

REEL: 1777 FRAME: 0718

TRADEMARK

- | | | |
|-----|---|------------------------|
| 32. | U.S. Trademark Serial No.
Filing Date: | 75/007,900
10/19/95 |
| 33. | U.S. Trademark Serial No.
Filing Date: | 75/007,947
10/19/95 |
| 34. | U.S. Trademark Serial No.
Filing Date: | 75/007,949
10/19/95 |
| 35. | U.S. Trademark Serial No.
Filing Date: | 75/007,940
10/19/95 |
| 36. | U.S. Trademark Serial No.
Filing Date: | 75/007,901
10/19/95 |
| 37. | U.S. Trademark Serial No.
Filing Date: | 75/129,338
7/2/96 |
| 38. | U.S. Trademark Serial No.
Filing Date: | 75/132,997
7/3/96 |
| 39. | U.S. Trademark Serial No.
Filing Date: | 75/132,996
7/3/96 |
| 40. | U.S. Trademark Serial No.
Filing Date: | 75/132,979
7/9/96 |
| 41. | U.S. Trademark Serial No.
Filing Date: | 75/154,689
8/22/96 |

Correspondence concerning this
request should be mailed to:

Todd E. Zenger
Kirton & McConkie
1800 Eagle Gate Tower
60 East South Temple
Salt Lake City, Utah 84145-0120

Honorable Commissioner of Patents and Trademarks
August 17, 1998
Page 6

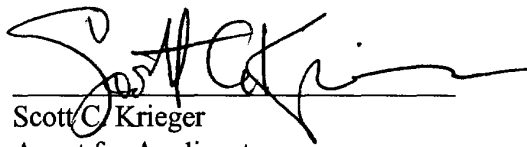
Total number of trademarks involved: Forty-One (41)

Total fee enclosed: \$1040.00 (Check No. 19433; this check total reflects the
assignment recordation fee for 41 trademarks.)

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.

DATED this 17 day of August, 1998.

Respectfully submitted,



Scott C. Krieger
Agent for Applicants
Registration No. P-42,768

SCK
Enclosure

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TRADEMARK ASSIGNMENT

WHEREAS, Corporation of the President of The Church of Jesus Christ of Latter-day Saints, a Utah corporation sole, Corporation of the Presiding Bishopric of The Church of Jesus Christ of Latter-day Saints, a Utah corporation sole, and The Church of Jesus Christ of Latter-day Saints, an unincorporated religious association (hereinafter referred to as "Assignors"), are owners of all right, title, interest and goodwill in and to the trademarks and service marks and trademark and service mark applications set forth in Attachment A ("Marks"), which are registered or pending upon application in the United States Patent and Trademark Office; and

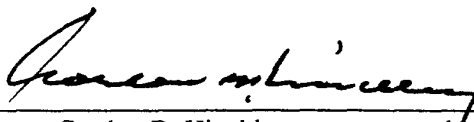
WHEREAS, Assignors desire to transfer all right, title, interest and goodwill in the Marks, their registrations and applications to Intellectual Reserve, Inc., a Utah nonprofit corporation ("Assignee");

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignors by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNORS HEREBY ASSIGN TO THE ASSIGNEE the entire right, title, and interest in and to the Marks and the above-identified registrations thereof, together with the goodwill of the uses or business symbolized by and associated with the Marks.


The Assignors hereby authorize and request the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated: December __, 1997.

CORPORATION OF THE PRESIDENT OF THE
CHURCH OF JESUS CHRIST OF LATTER-DAY
SAINTS

By 
Gordon B. Hinckley, corporate sole

CORPORATION OF THE PRESIDING BISHOP OF
THE CHURCH OF JESUS CHRIST OF LATTER-
DAY SAINTS

By 
Its Corporate Sole

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

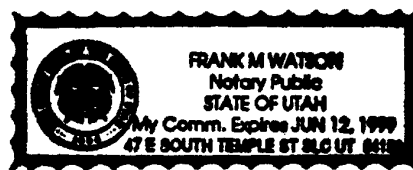
By Gordon B. Hinckley
Gordon B. Hinckley, President

STATE OF UTAH)
) : ss.
COUNTY OF SALT LAKE)

On this 23 day of December 1997, before me personally appeared Gordon B. Hinckley, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that the same is true of his own knowledge, and that he signed the same as his free act and deed and for the purposes set forth therein.

Frank M. Watson
Notary Public
Residing at Salt Lake City

My Commission expires:
June 12, 1999



STATE OF UTAH)
) : ss.
COUNTY OF SALT LAKE)

On this 23 day of December 1997, before me personally appeared Dr. David B. Easton known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that the same is true of his own knowledge, and that he signed the same as his free act and deed and for the purposes set forth therein.

Frank M. Watson
Notary Public
Residing at Salt Lake City

My Commission expires:
June 12, 1999

