

Tap

12-21-1998

U.S. Patent & TMO/TM Mail Rpt Dt. #33

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... original documents or copy thereof.

1. Name of conveying party(ies):  
Success Holdings Company L.L.C.

- Individual(s)
- General Partnership
- Corporation-State
- Other Illinois limited liability company

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Association
- Limited Partnership
- Merger
- Change of Name

Execution Date: 12/14/98

2. Name and address of receiving party(ies)  
Success Multimedia Enterprises  
Name: Trademark, Inc.

Internal Address: \_\_\_\_\_

Street Address: 733 Third Avenue

City: New York State: NY ZIP: 10017

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State of Delaware
- 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

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

A. Trademark Application No.(s)

74/563558

74/563559

B. Trademark Registration No.(s)

1,195,174

1,951,014

1,221,662

2,051,831

1,334,275

Additional numbers attached?  Yes  No

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

Name: Arlana S. Cohen, Esq.

Internal Address: Harris Beach & Wilcox

Street Address: 530 Fifth Avenue

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41).....\$ 195<sup>00</sup>

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

50-0637

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

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.

Arlana S. Cohen

Name of Person Signing

[Signature]  
Signature

12-17-98

Date

Total number of pages including cover sheet, attachments, and document: 4

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

Commissioner of Patents & Trademarks, Box Assignments

**TRADEMARK**

**REEL: 1835 FRAME: 0692**

ASSIGNMENT

**WHEREAS, SUCCESS HOLDINGS COMPANY L.L.C.**, an Illinois limited liability company with a principal place of business at 733 Third Avenue, New York, New York 10017 (ASSIGNOR), has adopted, the trademarks attached hereto as Schedule A, which are pending before the United States Patent and Trademark Office, and has adopted, used and is using the trademarks attached hereto as Schedule B, which are registered in the United States Patent and Trademark Office;

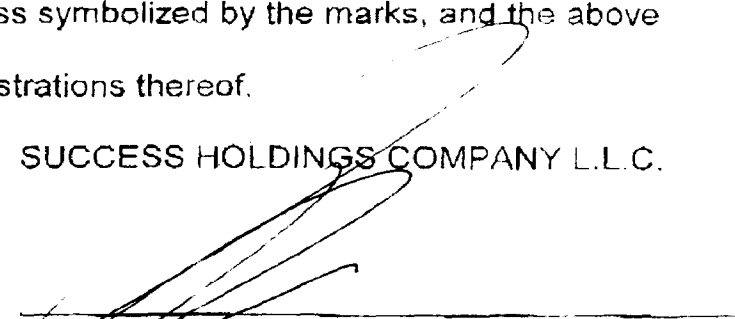
**WHEREAS, SUCCESS MULTIMEDIA ENTERPRISES TRADEMARK, INC.**, a corporation organized under the laws of the State of Delaware, and having a place of business at 733 Third Avenue, New York, New York 10017 (ASSIGNEE), is desirous of acquiring said marks and the pending applications and registrations thereof;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said SUCCESS HOLDINGS COMPANY L.L.C. (ASSIGNOR) does hereby assign unto the said SUCCESS MULTIMEDIA ENTERPRISES TRADEMARK, INC. (ASSIGNEE), all rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the above identified pending applications and registrations thereof.

Dated: 12-11-1998

SUCCESS HOLDINGS COMPANY L.L.C.

By:

  
Name: Peter Morris  
Title: Managing Member

SCHEDULE A

Trademark Application Nos.

<u>Mark</u>	<u>Appln. No.</u>	<u>Filing Date</u>
SUCCESS RADIO	74/563558	08/19/94
SUCCESS TV	74/563559	08/19/94

## SCHEDULE B

Trademark Registration Nos.

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
SUCCESS UNLIMITED	1,195,174	05/11/82
SUCCESS (Stylized)	1,221,662	12/28/82
SUCCESS! (Stylized)	1,334,275	05/07/85
MULTIMEDIA UNIVERSITY	1,951,014	01/23/96
SUCCESS	2,051,831	04/15/97