



03-15-1999

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04-01-1999



100999214

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Send original documents or copy thereof.

1. Name of conveying party(ies):
Mark Goodson Productions, LLC

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: 6-24-98

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

Internal Address: Media Centre, 4th Floor
Room 404
Street Address: Sumatralaan 45
1217 GP Hilversum, Netherlands
City: _____ State: _____ ZIP: _____

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

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 registration number(s):
A. Trademark Application No.(s)
PLEASE SEE ATTACHED SCHEDULE

B. Trademark registration No.(s)
PLEASE SEE ATTACHED SCHEDULE

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Peter M. Eichler
Troop Steuber Pasich
Internal Address: Reddick & Tobey, LLP
2029 Century Park East, 24th floor
Los Angeles, California 90067-3010

Street Address: _____
City: _____ State: _____ ZIP: _____

6. Total number of applications and registrations involved: 91

7. Total fee (37 CFR 3.41):..... \$ 2290⁰⁰

Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 20-1500

(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.

Jimmye B. Smith [Signature] 11/13/98
Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 6

OMB No. 0651-0011 (exp. 4/94) Do not detach this portion

Mail documents to be recorded with required cover sheet information to:
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Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

CountryName	Trademark	Application Number	Registration Number	Filing Date	Registration Date
United States	DOUBLE DARE	75/158509		30-Aug-96	
United States	THE BETTER SEX	75/181206		15-Oct-96	
United States	CARD SHARKS	75/158642		30-Aug-96	
United States	CHILD'S PLAY	75/158634		30-Aug-96	
United States	CHILD'S PLAY	75/158633		30-Aug-96	
United States	CHILD'S PLAY	75/158632		30-Aug-96	
United States	CHILD'S PLAY	75/158631		30-Aug-96	
United States	DOUBLE DARE	75/158510		30-Aug-96	
United States	CARD SHARKS	75/158630		30-Aug-96	
United States	DOUBLE DARE	75/158508		30-Aug-96	
United States	FAMILY FEUD	75/158505		30-Aug-96	
United States	FAMILY FEUD	75/158504		30-Aug-96	
United States	FAMILY FEUD	75/158503		30-Aug-96	
United States	FAMILY FEUD	75/158627		28-Aug-96	
United States	NOW YOU SEE IT	75/158472		30-Aug-96	
United States	NOW YOU SEE IT	75/158471		30-Aug-96	
United States	NOW YOU SEE IT	75/158507		30-Aug-96	
United States	NOW YOU SEE IT	75/158506		30-Aug-96	
United States	PASSWORD	75/158476		30-Aug-96	
United States	DOUBLE DARE	75/158511		30-Aug-96	

Country Name	Trademark	Application Number	Registration Number	Filing Date	Registration Date
United States	WHAT'S MY LINE	75/181221		15-Oct-96	
United States	MATCH GAME	74/061890	1735342	23-May-90	24-Nov-92
United States	TO TELL THE TRUTH	74/097501	1676159	17-Sep-90	18-Feb-92
United States	FAMILY FEUD	73/190908	1131409	31-Oct-78	26-Feb-80
United States	PASSWORD	73/301834	1253864	19-Mar-81	11-Oct-83
United States	FAMILY FEUD				
United States	MATCH GAME	75/178735		08-Oct-96	
United States	MATCH GAME	75/178734		08-Oct-96	
United States	CARD SHARKS	75/158628		30-Aug-96	
United States	THE PRICE IS RIGHT and Des.	73/758612	1555171	19-Oct-88	05-Sep-89
United States	CARD SHARKS	75/158629		30-Aug-96	
United States	TATTLETALES	75/181218		15-Oct-96	
United States	PASSWORD				
United States	THE BETTER SEX	75/181207		15-Oct-96	
United States	MATCH GAME	75/178736		08-Oct-96	
United States	FAMILY FEUD and Des.	73/766613	1613281	01-Dec-88	11-Sep-90
United States	MATCH GAME	75/178737		08-Oct-96	
United States	PLAY YOUR HUNCH	75/158648		30-Aug-96	
United States	PASSWORD	75/158475		30-Aug-96	
United States	BODY LANGUAGE	75/158639		30-Aug-96	

CountryName	Trademark	Application Number	Registration Number	Filing Date	Registration Date
United States	BODY LANGUAGE	75/158638		30-Aug-96	
United States	THE PRICE IS RIGHT	72/072048	695843	22-Apr-59	05-Apr-60
United States	BEAT THE CLOCK	75/158635		30-Aug-96	
United States	PLAY YOUR HUNCH	75/158491		30-Aug-96	
United States	WHAT'S MY LINE	75/158485		30-Aug-96	
United States	WHAT'S MY LINE	75/158484		30-Aug-96	
United States	THE BETTER SEX	75/181205		15-Oct-96	
United States	THE BETTER SEX	75/181214		15-Oct-96	
United States	THE BETTER SEX	75/181215		15-Oct-96	
United States	CARD SHARKS	73/730878	1546802	26-May-88	04-Jul-89
United States	BEAT THE CLOCK		1819509		01-Feb-94
United States	WHAT'S MY LINE	75/158470		30-Aug-96	
United States	SUPER PASSWORD	73/730877	1557284	26-May-88	19-Sep-89
United States	TWO FOR THE MONEY	75/158480		30-Aug-96	
United States	BODY LANGUAGE	75/158640		30-Aug-96	
United States	BODY LANGUAGE	75/158641		30-Aug-96	
United States	BEAT THE CLOCK	75/158626		30-Aug-96	
United States	BEAT THE CLOCK	75/158636		30-Aug-96	
United States	BEAT THE CLOCK	75/158637		30-Aug-96	
United States	TRIVIA TRAP	75/304268		06-Jun-97	

CountryName	Trademark	Application Number	Registration Number	Filing Date	Registration Date
United States	PLAY YOUR HUNCH	75/304269		06-Jun-97	
United States	NOW YOU SEE IT	75/304270		06-Jun-97	
United States	CHILD'S PLAY	75/304271		06-Jun-97	
United States	PASSWORD PLUS	73/301833	1260090	19-Mar-81	06-Dec-83
United States	BEAT THE CLOCK	75/304273		06-Jun-97	
United States	TWO FOR THE MONEY	75/304267		06-Jun-97	
United States	TATTLETALES	75/158492		30-Aug-96	
United States	PASSWORD	75/158473		30-Aug-96	
United States	BODY LANGUAGE	75/304272		06-Jun-97	
United States	PLAY YOUR HUNCH	75/158649		30-Aug-96	
United States	PLAY YOUR HUNCH	75/158647		30-Aug-96	
United States	THE PRICE IS RIGHT	75/158646		30-Aug-96	
United States	THE PRICE IS RIGHT	75/158645		30-Aug-96	
United States	THE PRICE IS RIGHT	75/158644		30-Aug-96	
United States	THE PRICE IS RIGHT	75/158643		30-Aug-96	
United States	TATTLETALES	75/158555		30-Aug-96	
United States	WHAT'S MY LINE	75/158469		30-Aug-96	
United States	TATTLETALES	75/158553		30-Aug-96	
United States	PASSWORD	75/158474		30-Aug-96	
United States	TO TELL THE TRUTH	75/158489		30-Aug-96	

CountryName	Trademark	Application Number	Registration Number	Filing Date	Registration Date
United States	TO TELL THE TRUTH	75/158488		30-Aug-96	
United States	TO TELL THE TRUTH	75/158487		30-Aug-96	
United States	TO TELL THE TRUTH	75/158486		30-Aug-96	
United States	TRIVIA TRAP	75/158479		30-Aug-96	
United States	TRIVIA TRAP	75/158478		30-Aug-96	
United States	TRIVIA TRAP	75/158477		30-Aug-96	
United States	TRIVIA TRAP	75/158490		30-Aug-96	
United States	TWO FOR THE MONEY	75/158483		30-Aug-96	
United States	TWO FOR THE MONEY	75/158482		30-Aug-96	
United States	TWO FOR THE MONEY	75/158481		30-Aug-96	
United States	TATTLETALES	75/158554		30-Aug-96	

ASSIGNMENT

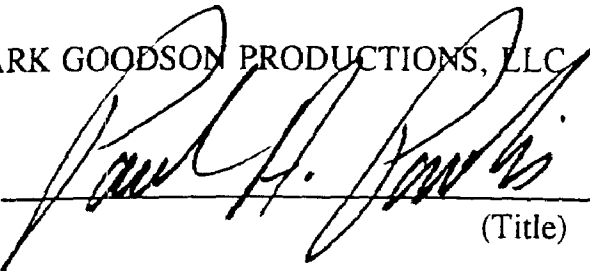
WHEREAS, MARK GOODSON PRODUCTIONS, LLC, a limited liability company organized under the laws of the State of New York, located at located at 808 Wilshire Boulevard, Santa Monica, California 90401, has adopted, used and registered or applied to register in the United States the trademarks listed on the attached Schedule;

WHEREAS, GRUNDY INTERNATIONAL OPERATIONS BV, a company organized under the laws of the Netherlands, located at Media Centre, 4th Floor, room 404, Sumatralaan 45, 1217 GP Hilversum, Netherlands, a company owned by the parent of MARK GOODSON PRODUCTIONS, INC., is desirous of acquiring said marks and the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said MARK GOODSON PRODUCTIONS, LLC does hereby assign unto said GRUNDY INTERNATIONAL OPERATIONS BV all rights, title and interest, with the goodwill and business. therein in and to the said trademarks, applications and registrations.

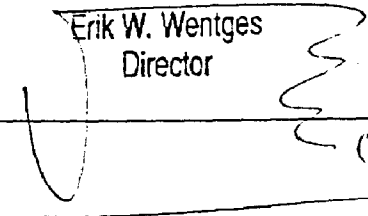
MARK GOODSON PRODUCTIONS, LLC

DATED: 6-24-98

By: 
(Title)

Agreed and accepted this 16th
day of APRIL, 1998.

GRUNDY INTERNATIONAL OPERATIONS BV


Erik W. Wentges
Director

By: _____
(Title)

CERTIFICATE OF MAILING

I hereby certify, under penalty of perjury, that the foregoing document, i.e., **Response to the February 16, 1999 Office Letter**, is being deposited with the United States Postal Service, postage prepaid, in an envelope addressed to Ms. Mary E. Bowman, Affidavit/Renewal Examiner, Post Registration Division, Trademark Examining Operation at the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513, dated this 11th day of March, 1999.

Frances L. Cobb
FRANCES L. COBB



D

**TROOP
STEUBER
PASICH
REDDICK
& TOBEY, LLP**

03-15-1999
U.S. Patent & TMO/c/TM Mail Rcpt Dt. #34

Peter M. Eichler
Attorney at Law

Direct Voice 310.728.3250
Direct Fax 310.728.2250
E-Mail pmeichler@trooplw.com

March 11, 1999

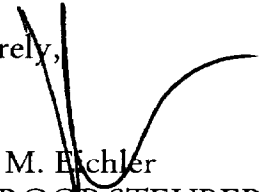
Ms. Mary E. Bowman
Affidavit/Renewal Examiner
Post Registration Division
Trademark Examining Operation
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VIRGINIA 22202-3513

**RE: Grundy International Operations BV
Reg. No. 1,735,342
On MATCH GAME
In the United States
Our Ref.: 1906-7**

Dear Ms. Bowman:

Thank you for your letter of February 16, 1999.

I am enclosing herewith the November 13, 1998 assignment cover sheet and assignment deed, which includes the subject registration. I assume this will now enable you to accept the Sections 8 & 15 Declaration. If not, please let me know.

Sincerely,

Peter M. Eichler
for TROOP STEUBER PASICH
REDDICK & TOBEY, LLP

PME:flc
Encl.