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FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027



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

101005538

COPY/RECORD

### 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  Effective Date  
Month Day Year
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date   
Month Day Year

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)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  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.)
- Corporation  Association
- Other

Citizenship/State of Incorporation/Organization

04/07/1999 JSHADAZZ 00000191 75640463

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Mail documents to be recorded with required cover sheet(s) information to:  
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REEL: 1879 FRAME: 0901

**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" value="75/640,463"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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**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.

Cathleen M. Calkins

Name of Person Signing



Signature

3/29/99

Date Signed

**TRADEMARK ASSIGNMENT**

WHEREAS, JOSEPH R. FRANCIS, a United States citizen, having a principal place of business at 8899 Beverly Boulevard, Suite 810, Beverly Hills, California (hereinafter referred to as "Assignor") has adopted and used the trademark listed below which is pending in the United States Patent and Trademark Office (hereinafter referred to as the "Mark");

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
GIRLS GONE WILD™	75/640,463	February 12, 1999

WHEREAS, Assignor, assigns the Mark and the goodwill attendant thereto to MRA Holdings Corporation (hereinafter referred to as "Assignee"), a Limited Liability Company; and

WHEREAS, Assignor and Assignee are desirous of memorializing the transfer of the Mark and the goodwill attendant thereto to Assignee.

NOW, THEREFORE, Assignor, for good and valuable consideration, receipt of which is hereby acknowledged, does hereby sell, assign, transfer and set over to Assignee, all right, title and interest in and to the Mark together with the goodwill of the business connected with the use of and symbolized by the Mark and the above-mentioned registration thereof.

Executed at Los Angeles, California, this 16 day of March, 1999.

JOSEPH R. FRANCIS (Assignee)

By:   
a United States citizen