

4-12-99

04-16-1999

1329-00



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NOTIFICATION FORM COVER SHEET

REMARKS ONLY

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
 Jefferson-Pilot Communications Company  
 100 North Greene Street  
 Greensboro, North Carolina 27401

Individual(s)                       Association  
 General Partnership             Limited Partnership  
 Corporation-North Carolina  
 Other \_\_\_\_\_

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

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

Execution Date: March 31, 1999

2. Name and address of receiving party(ies):  
 Name: Emmis Communications Corporation  
 Internal Address: One Emmis Plaza, Suite 700  
 40 Monument Circle  
 Indianapolis, Indiana 46204  
 Street Address: \_\_\_\_\_

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State Indiana  
 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 registration number(s):  
 A. Trademark Application Nos.:

B. Trademark registration No.(s)  
 1,469,677

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: E. Victor Indiano  
 Internal Address: Intellectual Property Department  
 Bose McKinney & Evans LLP  
 Street Address: 2700 First Indiana Plaza  
 135 North Pennsylvania Street  
 Indianapolis, Indiana 46204

6. Total number of applications and registrations involved:  
 One (1)

7. Total fee (37 CFR 3.41):.....\$40.00  
 Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: 02-3223. Commissioner authorized to charge any defect in fees, or credit overpayment to said deposit account.  
 (Attach duplicate copy of this page if paying by deposit account)

04/15/1999 JSHABAZZ 00000136 1469677

01 FC 481 40.00 DP

DO NOT USE THIS SPACE

9. State 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.

E. Victor Indiano  
 Name of Person Signing

Signature

7 April 99  
 Date

Total number of pages including cover sheet, attachments and document: 2

# TRADEMARK ASSIGNMENT

WHEREAS, Jefferson-Pilot Communications Company, a North Carolina corporation ("Assignor"), with its principal office at 100 N. Greene Street, Greensboro, North Carolina 27401, has adopted and used in its business and is the owner of the following federally registered trademark ("Mark"):

**CO-OP CONSULTANT U.S. Trademark Registration No. 1,469,677;**

and

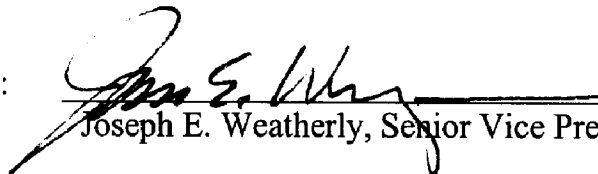
WHEREAS, Emmis Communications Corporation, an Indiana corporation ("Assignee"), with its principal Office at One Emmis Plaza, 40 Monument Circle, Suite 700, Indianapolis, Indiana 46204, is desirous of acquiring the Mark.

NOW, THEREFORE, the parties hereby agree that for good and valuable consideration, Assignor hereby sells, assigns, transfers and sets over to Assignee, Assignor's entire right, title and interest in and to the Mark and the registration therefor, together with the goodwill of the business in connection with which the Mark is used, and the right to recover for past infringement of the Mark.

IN WITNESS WHEREOF, Assignor has executed this instrument on this 31<sup>st</sup> day of March, 1999.

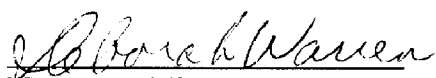
JEFFERSON-PILOT COMMUNICATIONS COMPANY

By:

  
Joseph E. Weatherly, Senior Vice President

I do hereby certify that Joseph E. Weatherly personally appeared before me this day and acknowledged that he is Senior Vice President of Jefferson-Pilot Communications Company and that, by authority duly given and as the act of said corporation, the foregoing instrument was signed in its name by him as its Senior Vice President.

WITNESS my hand and notarial seal this 31 day of March, 1999.

  
Notary Public  
State of North Carolina

DEBORAH WARREN  
NOTARY PUBLIC  
ROCKINGHAM COUNTY, NC  
Commission Expires Jan. 2, 2002