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04-12-1999
U.S. Patent & TMO/TM Mail Rcpt Dt. #54



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attached original documents or copy thereof.

1. Name of conveying party(ies):

APRON STRINGS, INC.

4-10-99

- Individual(s)
- General Partnership
- Corporation-State Oklahoma
- Other
- Association
- Limited Partnership

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

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

Name: EQUITY MARKETING, INC.

Internal Address: 6330 San Vicente Boulevard

Street Address:

City: Los Angeles State: CA ZIP: 90048

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State 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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 30, 1999

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

2,152,432

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

Street Address: 2029 Century Park East

22nd Floor

City: Los Angeles State: CA ZIP: 90067

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41):..... \$ 40.00

- Enclosed
- If insufficient, then,
- Authorized to be charged to deposit account

8. Deposit account number:

20-1500

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

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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
Name of Person Signing

April 2, 1999
Date

Total number of pages comprising cover sheet:

1

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ASSIGNMENT

WHEREAS, APRON STRINGS, INC., a corporation organized under the laws of the State of Oklahoma, located at 318 East 11th Street, Tulsa, Oklahoma 74120, has adopted, used and registered the Trademark TUB TINTS, Reg. No. 2,152,432, in the United States;

WHEREAS, EQUITY MARKETING, INC., a corporation organized under the laws of the State of Delaware, U.S.A., located at 6330 San Vicente Boulevard, Los Angeles, California 90048, is desirous of acquiring said mark and the registration thereon;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said APRON STRINGS, INC. does hereby assign unto said EQUITY MARKETING, INC. all rights, title and interest, with the goodwill therein, in and to the said trademarks, applications and registrations.

APRON STRINGS, INC.

DATED: March 30, 1999

By: 

Agreed and accepted this 30
day of March, 1999.

EQUITY MARKETING, INC.

By: 

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