

06-11-1999



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05-21-1999

U.S. Patent & TMO/c/TM Mail RcptDt. #10

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62-105-03W

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- New
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
5/7/99

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

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Name

DBA/AKA/TA

Composed of

Address (line 1)

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Address (line 3)
City

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- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

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TRADEMARK

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Pages

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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)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="1759241"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Sarah Deutsch

Name of Person Signing

Sarah Deutsch

Signature

5/20/99

Date Signed

ASSIGNMENT OF U.S. TRADEMARK

WHEREAS, Corporate Media Partners, a Delaware general partnership, located c/o Disney Televentures, 500 S. Buena Vista Street, Burbank, CA 91521 ("Assignor") has adopted, used, is using, and is the owner of the U.S. trademark and the federal registration therefor listed on Exhibit A (the "Mark");

WHEREAS, Cincinnati Bell Telephone Corporation assigned the Mark to Assignor, which assignment was recorded at the United States Patent and Trademark Office on January 26, 1996; and

WHEREAS, Cellco Partnership, a Delaware general partnership located at 180 Washington Valley Road, Bedminster, NJ 07921, doing business as Bell Atlantic Mobile ("BAM") is desirous of acquiring all rights, title, and interest in the Mark, the registration therefor, the common law rights therein, and all goodwill attached thereto; and

WHEREAS, Assignor is desirous of assigning to BAM said Mark, application, and registration.

NOW, THEREFORE, in consideration of FIVE THOUSAND DOLLARS (\$5,000.00), the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment:

Assignor does hereby assign unto BAM all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, and the registration therefor and the right to pursue and collect damages for past infringement.

2. Representations and Warranties:

(a) Assignor represents and warrants that it has not granted any licenses to any third parties to use the Mark.

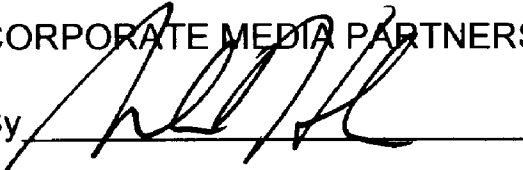
(b) Assignor represents and warrants that its use and the use by its general partners has ceased or will cease on or before the Effective Date. The general partners of Assignor are:

Ameritech Media Ventures, Inc.
Bell South Interactive Media Services, Inc.
Disney Media Ventures, Inc.
GTE Media Ventures, Inc.
SNET Personal Vision, Inc.

3. Upon request of BAM, Assignor shall perform all lawful acts deemed necessary or desirable by BAM and at the sole cost and expense of BAM to assist BAM: (1) to perfect title in BAM to the Mark; and (2) to record the assignment of the Mark.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed and delivered by its duly authorized representative as of the day and year set forth below.

CORPORATE MEDIA PARTNERS

By 

Name Mark Handler

President

Its Disney Media Ventures, Inc.

A General Partner

Date May 7, 1999

EXHIBIT A

Mark: IT'S FOR YOU

Registration No.: 1759241

Registered: March 16, 1993

Class: 38