

TRADE!

06-17-1999

Q4004-5002

Tab settings

To the Honorable Commissioner of Patents and Tradem

documents or copy thereof.

1. Name of conveying party(ies):

National Media Corporation

101067471

3 party(ies):

NRD 6.14.99

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

Additional names(s) of conveying party(ies) Yes No

Name: e4L, Inc.

Internal Address:

Street Address: 15821 Ventura Blvd., Suite 570

City: Encino State: CA ZIP: 91436

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

If assignee is not domiciled in the United States, a domestic designation is Yes N
(Designations must be a separate document from Additional name(s) & address(es) Yes N

3. Nature of conveyance:

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

Execution Date: June 10, 1999

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

A. Trademark Application No.(s)

75/511,637

B. Trademark Registration No.(s)

Additional numbers Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Karin E. Peterka, Esq.

Internal Address: Buchalter, Nemer, Fields & Younger

601 South Figueroa Street, Suite 2400, Los Angeles, CA

90017-5704

Street Address: 601 South Figueroa Street, Suite 2400,

City: Los Angeles State: CA ZIP: 90017

6. Total number of applications and registrations involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

500977

DO NOT USE THIS SPACE

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40.00 OP

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.

Karin E. Peterka

Name of Person Signing

Karin E. Peterka

Signature

June 11, 1999

Date

Total number of pages including cover sheet, attachments, and

1

TRADEMARK ASSIGNMENT

WHEREAS, NATIONAL MEDIA CORPORATION, a Delaware corporation, with a business address of 1835 Market Street, Suite 1100, Philadelphia, Pennsylvania 19103, referred to herein as "ASSIGNOR," owns the mark entitled "TUNES UNDER 10" (the "Mark"), for which application for registration in the United States Patent and Trademark Office has been made and for which application serial number 75/511,637 has been assigned;

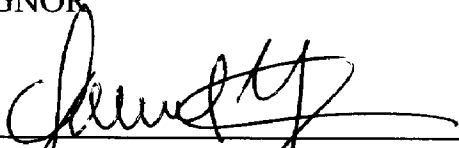
WHEREAS, e4L, Inc., a Delaware corporation with a business address of 15821 Ventura Boulevard, Suite 570, Encino, California 91436, referred to herein as "ASSIGNEE", is desirous of acquiring the mark and any subsequent registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all rights, title and ownership interest throughout the United States of America in and to the Mark, together with the goodwill of the business symbolized by the Mark.

Signed at Los Angeles, this 10th day of June, 1999.

NATIONAL MEDIA CORPORATION
ASSIGNOR

By: _____


Name: Daniel M. Yukelson

Title: Executive Vice President Finance
Chief Financial Officer