

06-29-1999



101079017

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  Change of Name  Other
- Effective Date  
Month Day Year  
6-24-99

Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year  
12/11/98

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

12/28/1998 DWGUYEN 00000007 1517911

FOR OFFICE USE ONLY

01 FC:481 40.00 OP  
02 FC:482 500.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 001924 FRAME: 0163

**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" value="SEE"/>	<input type="text" value="ATTACHED"/>	<input type="text" value="EXHIBIT A"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="SEE ATTACHED EXHIBIT A"/>	<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.

Cromwell R. Montgomery

Name of Person Signing



Signature

December 21, 1998

Date Signed

EXHIBIT A

to the Trademark Security Agreement  
Trademarks of Positive Response Television, Inc.

<u>Type</u>	<u>Jurisdiction</u>	<u>Mark</u>	<u>Registration/ Application Date</u>	<u>Registration/ Application No.</u>
Goods/Services: Advertising and marketing services	<u>International</u> Class: 35	Amazing Discoveries	June 23, 1995	1517911
Goods/Services: Television entertainment services, production of programs	<u>International</u> Class: 41	Amazing Discoveries	September 17, 1993	1495672
Goods/Services: Entertainment services in the nature of an ongoing television regarding consumer products	<u>T&amp;T</u> <u>International</u> Class: 41	Amazing Discoveries	August 11, 1998	<del>TMA498, 492</del> 75/498492
Goods/Services: Entertainment services in the nature of ongoing television programs which market goods and services of others	<u>International</u> Class: 41 <u>U.S. Class:</u> 100, 101, 107	Transactional Entertainment Television	October 13, 1998	2,196,760
Goods/Services: Vitamins and nutritional supplements	<u>International</u> Class: 5 <u>U.S. Class:</u> 6, 18, 44, 46, 51, 52	Life Boost Plus	September 19, 1996	75-168, 356
Goods/Services: Entertainment services in the nature of television magazine program regarding consumer products, and other media	<u>International</u> Class: 41 <u>U.S. Class:</u> 100, 101, 107	Mike Levey Show	August 11, 1998	2,180,973
Goods/Services: Home Security Alarms	<u>International</u> Class: 9 <u>U.S. Class:</u> 21, 23, 26, 36, 38	Certified Home Protection	December 12, 1995	1,941,883
Goods/Services: Sponges, brushes, brooms, mops and dusters	<u>International</u> Class: 21 <u>U.S. Class:</u> 3, 13, 23, 29, 30, 33, 40, 50	Power Block	January 9, 1996	1,947,445
Goods/Services: All purpose cleaning and stain remover preparations	<u>International</u> Class: 3 <u>U.S. Class:</u> 1, 4, 6, 50, 51, 52	Stain Prescription	March 5, 1996	1,960,170

TRADEMARK

REEL: 001924 FRAME: 0165

Goods/Services: All purpose cleaning and stain remover preparations	<u>International</u> Class: 3 U.S. Class: 1, 4, 6, 50, 51, 52	SRX	December 12, 1995	1,941,667
Goods/Services: Prerecorded audio/video tapes, cassettes and discs featuring Tai Chi Chuan	<u>International</u> Class: 9 U.S. Class: 21, 23, 26, 36, 38	The Mystery and Power of Tai Chi	November 7, 1995	1,993,727
Goods/Services: Instructional video tapes relating to computes	<u>International</u> Class: 9 U.S. Class: 21	Kindergarten Komoputer	November 1, 1994	1,860,720
Goods/Services: Gymnastic, exercise and sporting articles	<u>International</u> Class: 28 U.S. Class: 22, 23, 38, 50	American Body Research	June 3, 1997	2,067,390
Goods/Services: Hand and body soap, perfumery, etc.	<u>International</u> Class: 3 U.S. Class: 1, 50, 51, 52	1,000 Kisses	March 15, 1994	1,826,792
Goods/Services: Cleaning and polishing preparations for use on automobiles	<u>International</u> Class: 3 U.S. Class: 51, 52	Magic Shine	April 19, 1994	1,831,809
Goods/Services: Video game cartridges	<u>International</u> Class: 28 T&T <u>International</u> Class: 9 U.S. Class: 22, 38 T&T U.S. Class: 26	Maxivision	September 15, 1992	1,716,050
Goods/Services: Automobile cleaning and polishing preparations	<u>International</u> Class: 3 U.S. Class: 52 T&T U.S. Class: 4	Match Coat System	June 15, 1993	1,776,979
Goods/Services: Entertainment services	<u>International</u> Class: 41 U.S. Class: 107	Ask Mike	July 20, 1993	1,783,655
Goods/Services: Customized cosmetic products	<u>International</u> Class: 3 U.S. Class: 51	Skinscriptions	January 3, 1995	1,871,788
Goods/Services: Food Preparation Device	<u>International</u> Class: 8 U.S. Class: 23	Super Slicer	August 8, 1995	1,190,835
Goods/Services: Hair Care Products	<u>International</u> Class: 3,26 U.S. Class: 1, 4, 6, 37, 40, 42, 50, 51, 52	Perfect Hair	August 12, 1997	2,086,737

TRADEMARK

REEL: 001924 FRAME: 0166

**ASSIGNMENT OF TRADEMARK**


This Assignment granted on this 11 day of December, 1998, by **POSITIVE RESPONSE TELEVISION, INC.**, a Delaware corporation ("Assignor") to **NATIONAL MEDIA CORPORATION**, a Delaware corporation ("Assignee"), as follows:

**WHEREAS**, the Assignor wishes to assign all of its right, title and interest in and to certain U.S. trademarks, trademark registrations, trademark applications, trade names and service marks and trademark licenses (collectively, the "Marks") as more particularly set forth on Schedule A attached hereto to the Assignee and to assign all of Assignor's liens, claims and encumbrances respecting the Marks (collectively, the "Rights").

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor hereby assigns transfers and delivers its entire right, title and interest, including all rights of action and damages for past infringement, in and to the Marks and the Rights, together with the goodwill of the business in connection with which said Marks are used or as symbolized thereby, the registration of such of said Marks as are registered the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, licensees or other legal representatives.

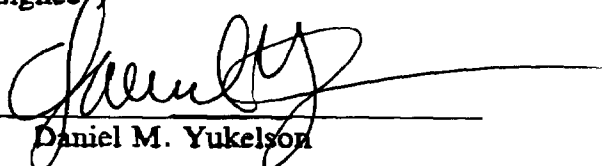
**IN WITNESSETH WHEREOF**, the undersigned, by and through this instrument to be executed on the date first written above.

**POSITIVE RESPONSE TELEVISION, INC.**,  
a Delaware corporation  
("Assignor")

By:   
Daniel M. Yukelson

Title: Executive Vice President

**NATIONAL MEDIA CORPORATION**,  
a Delaware corporation  
("Assignee")

By:   
Daniel M. Yukelson

Title: Executive Vice President

**IN THE UNITED STATE PATENT AND TRADEMARK OFFICE**

<p>In re Applications of: <b>National Media Corporation (now e4L, Inc.)</b> Serial Nos.: <b>SEE ATTACHED EXHIBIT A</b> Filed: <b>SEE ATTACHED EXHIBIT A</b> Marks: <b>SEE ATTACHED EXHIBIT A</b></p>	
--	--

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

**REVOCAION OF PRIOR POWER OF ATTORNEY AND**  
**NEW POWER OF ATTORNEY**

Sir:

As an authorized officer of the above-identified Applicant of the trademark applications and registrations listed on Exhibit A attached herewith, I hereby revoke all powers of attorney previously given to Cromwell R. Montgomery of Brobeck, Phleger & Harrison, L.L.P., located at 550 South Hope Street, Los Angeles, California 90071-2604, to prosecute the trademark applications and registrations listed on attached Exhibit A and to transact all business in the U.S. Patent and Trademark Office connected with these applications and any registrations.

Further, in connection with the trademark applications and registrations listed on the attached Exhibit A, the undersigned hereby appoints Karin E. Peterka, Registration No. 35,976, of Buchalter, Nemer, Fields & Younger, located at 601 South Figueroa Street, Suite 2400, Los Angeles, California 90017-5704, with power of attorney to inspect and copy the records of the applications and registrations listed on attached Exhibit A and to make all corrections and additions thereto, and to prosecute the applications and registrations listed on attached Exhibit A and transact all business in the U.S. Patent and Trademark Office in connection with these applications.

Please send all future correspondence and communications to the following:

Karin E. Peterka  
Buchalter, Nemer, Fields & Younger  
601 South Figueroa Street  
Suite 2400  
Los Angeles, California 90017-5704

Respectfully submitted,

NATIONAL MEDIA CORPORATION

Date: 17 June 1999

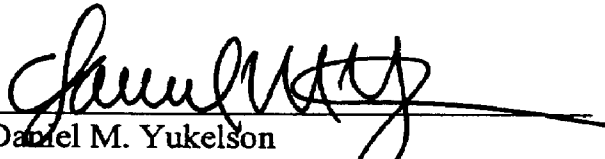
  
Daniel M. Yukelson  
Executive Vice President Finance  
Chief Financial Officer

EXHIBIT A

to the Trademark Security Agreement  
Trademarks of Positive Response Television, Inc.

<u>Type</u>	<u>Jurisdiction</u>	<u>Mark</u>	<u>Registration/ Application Date</u>	<u>Registration/ Application No.</u>
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Goods/Services: Sponges, brushes, brooms, mops and dusters	<u>International</u> Class: 21 U.S. Class: 3, 13, 23, 29, 30, 33, 40, 50	Power Block	January 9, 1996	1,947,445
Goods/Services: All purpose cleaning and stain remover preparations	<u>International</u> Class: 3 U.S. Class: 1, 4, 6, 50, 51, 52	Stain Prescription	March 5, 1996	1,960,170



Goods/Services: All purpose cleaning and stain remover preparations	<u>International Class: 3</u> <u>U.S. Class: 1, 4, 6, 50, 51, 52</u>	SRX	December 12, 1995	1,941,667
Goods/Services: Prerecorded audio/video tapes, cassettes and discs featuring Tai Chi Chuan	<u>International Class: 9</u> <u>U.S. Class: 21, 23, 26, 36, 38</u>	The Mystery and Power of Tai Chi	November 7, 1995	1,993,727
Goods/Services: Instructional video tapes relating to computes	<u>International Class: 9</u> <u>U.S. Class: 21</u>	Kindergarten Komoputer	November 1, 1994	1,860,720
Goods/Services: Gymnastic, exercise and sporting articles	<u>International Class: 28</u> <u>U.S. Class: 22, 23, 38, 50</u>	American Body Research	June 3, 1997	2,067,390
Goods/Services: Hand and body soap, perfumery, etc.	<u>International Class: 3</u> <u>U.S. Class: 1, 50, 51, 52</u>	1,000 Kisses	March 15, 1994	1,826,792
Goods/Services: Cleaning and polishing preparations for use on automobiles	<u>International Class: 3</u> <u>U.S. Class: 51, 52</u>	Magic Shine	April 19, 1994	1,831,809
Goods/Services: Video game cartridges	<u>International Class: 28</u> <u>T&amp;T International Class: 9</u> <u>U.S. Class: 22, 38</u> <u>T&amp;T U.S. Class: 26</u>	Maxivision	September 15, 1992	1,716,050
Goods/Services: Automobile cleaning and polishing preparations	<u>International Class: 3</u> <u>U.S. Class: 52</u> <u>T&amp;T U.S. Class: 4</u>	Match Coat System	June 15, 1993	1,776,979
Goods/Services: Entertainment services	<u>International Class: 41</u> <u>U.S. Class: 107</u>	Ask Mike	July 20, 1993	1,783,655
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Goods/Services: Food Preparation Device	<u>International Class: 8</u> <u>U.S. Class: 23</u>	Super Slicer	August 8, 1995	1,190,835
Goods/Services: Hair Care Products	<u>International Class: 3,26</u> <u>U.S. Class: 1, 4, 6, 37, 40, 42, 50, 51, 52</u>	Perfect Hair	August 12, 1997	2,086,737

In re: Application of: National Media Corporation (now e4L, Inc.)

Title: See Exhibit A attached to document

Serial No.: See Exhibit A attached Filing Date: See attached Exhibit A

Docket No.: See Exhibit A attached Attorney: Karin E. Peterka

Date Mailed: June 18, 1999

The following has been received in the U.S. Patent Office on the date stamped hereon:

**PATENTS:**

- Transmittal Letter
- Utility/Design Patent App. w/ \_\_\_ total pages  
(includes \_\_\_ specification; \_\_\_ claims; \_\_\_ abstract)
- Drawings w/ \_\_\_ sheets
  - formal
  - informal
- Oath/Declaration
- Power of Attorney
- Small Entity Dec. by a \_\_\_\_\_
- Assignment
- IDS w/PTO 1449 and References
- Response to Missing Parts
- Petition for Extension of Time
- Amendment/Response
- Issue Fee Transmittal
- PCT Application

- Chapter II Demand
- Other REVOCATION OF PRIOR

**POWER OF ATTORNEY AND NEW**

- Transmittal Letter **POWER OF**
- ITU Application **ATTORNEY**
- TM/SM Application w/specimens
- Request for Extension of Time
- Amendment/Response
- Statement of Use with 3 specimens
- Amendment to Allege Use
- Sec. 8 & 15 Affidavits
- Renewal Application
- Other \_\_\_\_\_

- Deposit Account
- Certificate of Mailing

- Check No. \_\_\_\_\_ for \$ \_\_\_\_\_
- Certificate of Express Mail



**UNITED STATES DEPARTMENT OF COMMERCE**

**Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER

OF PATENTS AND TRADEMARKS

Washington, D.C. 20231

APRIL 07, 1999

PTAS

NATIONAL MEDIA CORPORATION  
CROMWELL R. MONTGOMERY  
15821 VENTURA BOULEVARD  
5TH FLOOR  
ENCINO, CALIFORNIA 91436



\*100931241A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 100931241

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

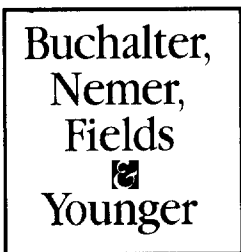
THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

1. YOUR COVER SHEET INDICATE 21 PROPERTIES, YOUR SCHEDULE HAS MORE THAN THE 21 NUMBERS, PLEASE INDICATE WHICH OF THESE NUMBER ARE TO BE RECORDED.

PEARLENE FOSTER, PARALEGAL  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

**TRADEMARK**  
**REEL: 001924 FRAME: 0173**



601 SOUTH FIGUEROA STREET, SUITE 2400, LOS ANGELES, CALIFORNIA 90017-5704  
TELEPHONE (213) 891-0700 / FAX (213) 896-0400

JERRY NEMER (1912-1980)  
EVELLE J. YOUNGER (1918-1989)  
IRWIN R. BUCHALTER (1910-1994)

File Number: Q4004-5014  
Direct Dial Number: (213) 891-5280  
E-Mail Address: [kpeterka@buchalter.com](mailto:kpeterka@buchalter.com)

A PROFESSIONAL LAW CORPORATION

June 24, 1999

**VIA EXPRESS MAIL**

ATTN: Ms. Pearlene Foster  
United States Patent and Trademark Office  
Assignment Division  
Box Assignments, CG-4  
1213 Jefferson Davis Highway, Suite 320  
Washington, D.C. 20231

Re: Recordation of Assignment  
Document ID No. 100931241  
Attorney Reference No.: Q4004-5014

Dear Ms. Foster:

This letter and attached enclosures is in response to the Notice of Non-Recordation of Assignment Document dated April 7, 1999, which was received by the Assignee National Media Corporation (the original which is enclosed herewith). The Notice of Non-Recordation indicates that the Assignment was not recorded because the recordation cover sheet indicates 21 properties but the schedule has more than 21 properties, and requests that the properties to be recorded be indicated. Assignee National Media Corporation wishes to record an assignment of the 21 properties set forth in Exhibit A attached to the recordation cover sheet and submitted herewith. Assignee asserts that in the original Assignment papers submitted to the U.S. Patent Office, Assignee submitted 2 copies of Exhibit A for the U.S. Patent Office's convenience. However, the U.S. Patent Office mistakenly thought the 2 copies of 21 properties were 42 properties that were being requested for recordation. In fact, only 21 properties were being requested for recordation.

Thus, pursuant to instructions from the Assignment Division, Assignee National Media Corporation submits herewith the originally filed Assignment, Assignment recordation form cover sheet, and Exhibit A showing the 21 properties for recordation. The required recordation fee of \$540.00 for the 21 properties was previously submitted as indicated on the recordation cover sheet. In addition, the Notice of Non-Recordation is enclosed, as well as a copy of a Revocation of Prior Power of Attorney and New Power of Attorney giving the undersigned

C:\80data\QUANTUM\5014\PTOAssignmentLet062499.wpd

SAN FRANCISCO ■ ORANGE COUNTY  
<http://www.buchalter.com>

**TRADEMARK**  
**REEL: 001924 FRAME: 0174**

ATTN: Ms. Pearlene Foster

June 24, 1999

Page 2

authority to submit these papers on behalf of Assignee national Media Corporation (now e4L, Inc.).

Should you have any questions regarding this matter, please contact me as soon as possible at (213) 891-5280. Thank you.

Very truly yours,

BUCHALTER, NEMER, FIELDS & YOUNGER  
A Professional Law Corporation

By: Karin E. Peterka  
Karin E. Peterka, Reg. No. 35,976

Encls.: As stated.

cc: Eric Besner, Quantum Television