

07-27-1999

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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Attached original document or copy thereof.

Tab settings >>>

To the Honorable Commissioner of Pa.

101102589

1. Name of conveying party(ies):

Pacific Coast Feather Company

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

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

3. Nature of conveyance:

7-26-99

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

Execution Date: 7/14/99

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

Name: Avenue A, Inc.

Internal Address: Suite 1270

Street Address: 1100 Olive Way

City: Seattle State: WA ZIP: 98101

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designation 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 No.(s)

75/401,462

B. Trademark registration No.(s)

Additional numbers attached?  Yes  No

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

Name: Clark A. Puntigam

Internal Address: JENSEN & PUNTIGAM, P.S.

Suite 1020

Street Address: 2033 Sixth Ave.

City: Seattle State: WA ZIP: 98121

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:

07-1900

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

DO NOT USE THIS SPACE

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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.

Robert A. Jensen

Name of Person Signing

*Robert A. Jensen*  
Signature

9-27-99

Date

ASSIGNMENT

WHEREAS, Pacific Coast Feather Company, a corporation of the State of Washington, having a business address of P.O. Box 80385, Seattle, Washington 98108, has intended to use the mark AvENue A MEDIA in interstate commerce and has filed an application with the United States Patent and Trademark Office on December 8, 1997 based on its bona fide intent to use such mark in commerce, which application has been given a serial number of 75/401,462, but has not yet filed a statement of use of the mark under Section 1 (c) or 1 (d) of the Trademark Act; and

WHEREAS, Avenue A, Inc., having a post office address of 1100 Olive Way, Suite 1270, Seattle, Washington 98101, is acquiring the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. 1060;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Pacific Coast Feather Company does hereby assign and transfer unto Avenue A, Inc. the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. 1060.

PACIFIC COAST FEATHER COMPANY



Robert D. Burton, Vice President

7-14-98  
Date