

08-12-1999



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OFFICES OF ERIC D. OFFNER

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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

To: Honorable Commissioner of  
Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

1. Name of conveying party: L.A. 411 Publishing  
(limited partnership)

2. Name and address of receiving party:

MEDIA PUBLISHING INTERNATIONAL, L.L.C.  
7083 Hollywood Boulevard, Suite 501  
Hollywood, California 90028  
(California corporation)

8-09-99

3. Nature of conveyance: ASSIGNMENT DEED  
Execution Date: May 6, 1997

4A. Application Serial Numbers  
75/411,056

4B. Service Mark registration numbers  
2,159,944  
2,237,340

5. Correspondence concerning documents should be mailed to:

ERIC D. OFFNER, ESQ.  
20 Joy Drive  
New Hyde Park, NY 11040  
Tele. No. (516) 627-6334

6. Total number of applications/registrations involved: 3

7. Total fee (37 CFR 3.41) (\$40.-first mark, \$25.-ea. addtl.)  
Check in the amount of \$90.00 is enclosed.

8. The Commissioner is authorized to charge any underpayment  
or credit any overpayment to Deposit Acct. No. \_\_\_\_\_

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.

Eric D. Offner  
(Name of Person signing)

*Eric D. Offner*  
(Signature)

Aug. 6, 1999  
(Date)

Total number of pages comprising cover sheet (1)

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00068049 75411056  
40.00 DP  
50.00 DP  
08/12/1999 NTHA11  
01 FC:461  
02 FC:462

## ASSIGNMENT

**THIS ASSIGNMENT**, made as of May 6, 1997 is between L.A. 411 Publishing, a California limited partnership having its principal place of business at 611 N. Larchmont Boulevard, #201, Los Angeles, California 90004 (hereinafter called "Assignor") and Media Publishing International, LLC, having its principal place of business at 11400 West Olympic Boulevard, Suite 200, Los Angeles, California 90064 (hereinafter called "Assignee").

**WHEREAS** the Assignor is the sole and exclusive owner of three service marks (hereinafter called "Assigned Marks"), as set forth in Schedule "A" attached hereto and made part hereof:

**WHEREAS** the Assignee is desirous of acquiring said Assigned registration and applications therefor:


**NOW, THEREFORE**, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged, the parties hereto agree as follows.

The Assignor does hereby sell, assign, transfer and convey to the Assignee, its successors and assigns or their legal representatives, the entire right, title and interest of the Assignor in and to the Assigned Marks together with the goodwill of the business in connection with which the Assigned Marks are and have been used; the same to be held and enjoyed by the Assignee, its successors and assigns or their legal representative, as fully and entirely as the same might or could have been held and enjoyed by the Assignor had this Assignment not been made.

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly

executed this 6<sup>th</sup> day of May, 1997.

L.A. 411 Publishing

By:   
Deborah Goldblatt  
General Partner

Attest:

  
Witness

Media Publishing International

By:   
(Title) CEO

Attest:

  
Witness

SCHEDULE A

<u>REG. NO.</u>	<u>SERVICE MARK</u>	<u>ISSUE DATE</u>
2,159,944	CYPHON (Stylized)	05/26/98
2,237,340	L.A. 411	04/06/99

<u>APPLN. NO.</u>	<u>SERVICE MARK</u>	<u>FILING DATE</u>
75/411,056	411 DIGITAL NORTH AMERICAN	12/29/97

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