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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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Conveyance Type

- New
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- Correction of PTO Error
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- Assignment 50% 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

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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Name

DBA/AKA/TA

Composed of

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- Individual General Partnership Limited Partnership
- Corporation Association
- Other
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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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Trademark Application Number(s) or Registration Number(s)

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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)

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.

Barry S. Agdern, Esq.



August 5, 1999

Name of Person Signing

Signature

Date Signed

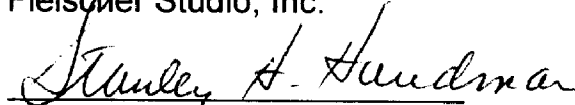
ASSIGNMENT OF TRADEMARK

Whereas, Fleischer Studios, Inc., a California Corporation, of 10160 Cielo Drive, Beverly Hills, California 90210, adopted, used and is using a mark, BETTY BOOP, and an application to register the mark has been filed in the United States Patent and Trademark Office, Serial No. 75/271229, filing date April 7, 1997; and

Whereas, Hearst Holdings, Inc., a Delaware Corporation, of 959 Eighth Avenue, New York, NY 10019, is jointly engaged in business activities with Fleischer Studios, Inc. symbolized by the mark;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Fleischer Studios, Inc. does hereby assign unto the said Hearst Holdings, Inc. one-half of its undivided interest in all right, title and interest in and to the said mark, the good will of the business symbolized by the mark, and the above identified application thereof.

Fleischer Studio, Inc.



Name: Stanley Handman

Title: Secretary

State of California)
) ss.
County of *LOS ANGELES*

On this *22* day of *JULY*, 1999 before me personally came Stanley Handman, to me known, who being by me duly sworn did depose and say; that he resides at *10160 Cielo Dr. BH. CA 90210*, that he is Secretary of Fleischer Studios, Inc. the corporation described in and which executed the forgoing instrument; that he know the seal of the said corporation and that it was so affixed by order of the Board of Directors of said corporation and that he signed his name thereto by like order

Jae Anderson
Notary

