



08-20-1999

08-10-1999

U.S. Patent & TMOtc/TM Mail Rpt Dt. #40



101121928

### 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

8-10-99

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment 50%  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger  Effective Date  
Month Day Year
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
July 28, 1999

Name

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
- Corporation  Association
- Other

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.)

Citizenship/State of Incorporation/Organization

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40E

**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)**

**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

Name of Person Signing



Signature

July 30, 1999

Date Signed

## ASSIGNMENT OF TRADEMARK

Whereas, Hearst Holdings, Inc., a Delaware Corporation, of 959 Eighth Avenue, New York, NY 10019, adopted, used and is using a mark, BITSY BOOP and Design, which is registered in the United States Patent and Trademark Office, Registration No. 2,201,909, dated November 3, 1998; and

Whereas, Fleischer Studios, Inc., a California Corporation, of 10160 Cielo Drive, Beverly Hills, California 90210, is jointly engaged in business activities with Hearst Holdings, Inc. symbolized by the mark;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Hearst Holdings, Inc. does hereby assign unto the said Fleischer Studios, 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 registration thereof.

Hearst Holdings, Inc.



Name: Jodie W. King

Title: Vice President and Secretary

July 28, 1999

New York, NY, U.S.A.

State of New York     )  
                                  ) ss.  
County of New York    )

On this 28<sup>M</sup> day of July, 1999 before me personally came Jodie W. King, to me known, who being by me duly sworn did depose and say; that she resides at 29 Greenbriar Lane, Greenwich, Connecticut 06831, that she is Vice President and Secretary of Hearst Holdings, Inc. the corporation described in and which executed the forgoing instrument; that she 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 she signed her name thereto by like order.

Daniel Nooger  
Notary

**DANIEL A. NOOGER  
NOTARY PUBLIC, State of New York  
No. 02NO4877910  
QUALIFIED IN NEW YORK COUNTY  
COMMISSION EXPIRES NOV. 3, 2000**