

10-06-1999

FORM PTO-1084  
(Rev. 8-93)

RECC



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

OMB No. 0651-0011 (exp. 4/94)

101164086

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

World Wildlife Fund  
1250 Twenty-Fourth Street, N.W.  
Washington, D.C. 20037-1175

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: August 10, 1999

2. Name and address of receiving party(ies)

WWF-World Wide Fund for Nature  
Name: (Formerly World Wildlife Fund)

Internal Address: \_\_\_\_\_

Street Address: Avenue du Mont-Blanc

City: Gland State: Switzerland ZIP: \_\_\_\_\_

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Swiss Foundation

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

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

75/469,500

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: Edward M. Prince

Internal Address: Alston & Bird

Street Address: 11th Floor, North Building

601 Pennsylvania Avenue, N.W.

City: Washington State: D.C. ZIP: 20004

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  
in the event additional fee is needed.

8. Deposit account number: 16-0605

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

10/04/1999 RTRN11 00000244 75469500

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.

Edward M. Prince

Name of Person Signing

*Edward M. Prince*  
Signature

10/1/99

Date

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20540

TRADEMARK  
REEL: 001970 FRAME: 0189

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: World Wildlife Fund )  
Serial No: 75/469,500 )  
Filed: April 17, 1998 )  
Mark: LIVING PLANET CAMPAIGN )

APPOINTMENT OF DOMESTIC REPRESENTATIVE


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

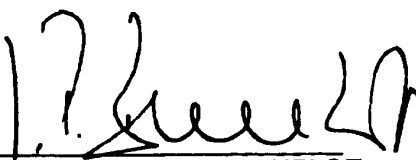
Sir:

Dennison, Meserole, Pollack & Scheiner, whose postal address is 612 Crystal Square 4, 1745 Jefferson Davis Highway, Arlington, Virginia 22202-3417, United States of America, (703) 412-1155, is designated as applicant's representative on who notices or process in proceedings affecting the mark may be served.

Respectfully submitted,

WWF-WORLD WIDE FUND FOR NATURE  
(FORMERLY WORLD WILDLIFE FUND)

By:   
Name: Chiew CHONG  
Title: Director, Finance & Administration

By:   
Name: Jean-François BUVELOT  
Title: Manager, Administration

TRADEMARK  
REEL: 001970 FRAME: 0190

**ASSIGNMENT**

WHEREAS, World Wildlife Fund, a Delaware corporation, having its principal place of business at 1250 Twenty-Fourth Street, N.W., Washington, D.C. 20037-1175 (hereinafter referred to as "Assignor"), is the owner of the entire right, title and interest in and to the service mark LIVING PLANET CAMPAIGN, the goodwill of the business associated therewith and the United States application therefor, Serial No. 75/469,500;

WHEREAS, WWF-World Wide Fund for Nature (formerly World Wildlife Fund), a Swiss foundation, having its principal place of business at Avenue du Mont-Blanc, Gland, Switzerland (hereinafter referred to as "Assignee"), is desirous of acquiring the service mark LIVING PLANET CAMPAIGN, the goodwill of the business associated therewith, and the United States application therefor;

WHEREAS, Assignor is the United States affiliate of Assignee and works closely with Assignee in connection with the preservation of the earth's flora and fauna;

NOW, THEREFORE, Assignor, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to said Assignee, its successors, assigns and legal representatives the entire right, title and interest in and to the service mark LIVING PLANET CAMPAIGN, the goodwill of the business associated therewith and the United States application therefor, together with all rights of action accrued and to accrue under and by

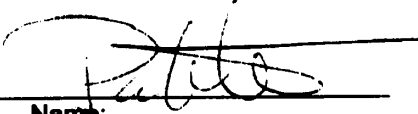
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**TRADEMARK  
REEL: 001970 FRAME: 0191**

virtue hereof, including the right to sue and recover for past infringement of said service mark.

IN WITNESS WHEREOF, Assignor has caused this instrument to be signed on the date indicated below.

WORLD WILDLIFE FUND

By:   
Name: \_\_\_\_\_  
Title: Patricia A. Ewing  
General Counsel  
Date: August 10, 1999

WDC01/33962v1

RECORDED: 10/01/1999

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