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Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



101235801

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

Submission Type

- New
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Document ID#
- Correction of PTO Error
Reel # Frame #
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Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

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

Receiving Party

Mark if additional names of conveying 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
- Citizenship/State of Incorporation/Organization

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)

12/30/1999 DNGUYEN 00000098 75586808

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 002005 FRAME: 0121

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

(202) 861-1692

Name

Laurel E. Queeno, Esq.

Address (line 1)

Baker & Hostetler LLP

Address (line 2)

Washington Square

Address (line 3)

1050 Connecticut Ave. NW, Suite 1100

Address (line 4)

Washington, DC 20036

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

1

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)

75/586,808		

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.

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:

02-0398

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 true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Laurel E. Queeno

Name of Person Signing

Laurel E. Queeno

Signature

12/14/99

Date Signed

TRADEMARK ASSIGNMENT

ASSIGNMENT AGREEMENT, effective as of the 29th day of September, 1999, by and between James David McPherson, an individual whose address is 8253 W. Norton Avenue, Suite 1, Los Angeles, California 90046 ("Assignor") and Scripps Howard Broadcasting Company, d/b/a Home & Garden Television, an Ohio corporation with a place of business located at 9701 Madison Avenue, Knoxville, Tennessee 37932, ("HGTV") ("Assignee").

WHEREAS, Assignor is the owner of the trademark CURB APPEAL and the related United States Application Serial No. 75/586,808 (the "Mark"); and

WHEREAS, Assignee is desirous of obtaining ownership of the Mark, together with the good will of the business pertaining thereto;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign, transfer and convey unto said Assignee all rights, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, the same and the rights of Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, at common law and/or to the end of the terms for which registration of the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made; together with all claims for damages by reason of past infringement of the Mark with the right to sue for and collect the same for its own use and benefit, and for the use and on behalf of its successors, assigns, or other legal representatives.

IN WITNESS WHEREOF, Assignor has executed this Assignment Agreement on this 5th day of Oct 1999.

James David McPherson
James David McPherson

State of California)
County of Los Angeles) ss

On this 5th day of Oct, 1999, before me personally appeared JAMES DAVID MCPHERSON, and subscribed to and executed the foregoing Assignment Agreement.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.

Elena Jacob
Notary Public

My commission expires: Sept 17-2003

