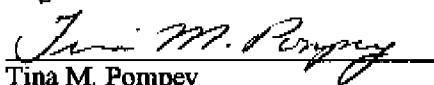



**HUGHES ELECTRONICS CORPORATION**

200 N. Sepulveda Blvd.  
P.O. Box 956, ES, 001, M/S A109  
El Segundo, CA 90056  
(310) 662-9931

<b>1. NAME OF CONVEYING PARTY(IES):</b>  CAROL BALL a U. S. Citizen 11415 Washington Blvd. Los Angeles, CA 90066	<b>2. NAME AND ADDRESS OF RECEIVING PARTY(IES):</b>  DIRECTV, Inc. a California Corporation 2250 E. Imperial Highway. El Segundo, CA 90245
<b>3. NATURE OF CONVEYANCE:</b>  <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____ 3a. EXECUTION DATE: March 7, 2000 3b. EFFECTIVE DATE: March 7, 2000	<b>2a. ASSIGNEE A FOREIGN ENTITY:</b>  Yes: _____ No: <input checked="" type="checkbox"/>  <b>2b. DOMESTIC REPRESENTATIVE DESIGNATED:</b>  Yes: _____ No: <input checked="" type="checkbox"/>
<b>4a. TRADEMARK APPLICATION NOS.:</b>  Additional numbers attached Yes <input checked="" type="checkbox"/> No	<b>4b. TRADEMARK REGISTRATION NO(S).:</b> Reg. No. 1,834,049 - SO WHAT ARE YOU LOOKING AT? Additional numbers attached? Yes <input checked="" type="checkbox"/> No
<b>5. NAME AND ADDRESS OF CORRESPONDENT:</b>  Tina M. Pompey C/O Corporate Patents and Licensing Hughes Electronics Corporation P.O. Box 956, ES, Bldg. 001, M/S A109 El Segundo, CA 90245-0956	
<b>6. TOTAL NUMBER OF TITLES:</b> 1  <b>7. TOTAL FEE:</b> \$ 40.00  <b>8. CHECK ENCLOSED:</b> <input checked="" type="checkbox"/> No (CHARGE FEES TO DEPOSIT ACCOUNT NO. 50-0383)	<b>9. The undersigned declares to the best of her knowledge and belief that the information on this cover sheet is true and correct and any copy submitted is a true copy of the original document.</b>   Tina M. Pompey Dated: 3/22, 2000

\*\*\*\*\*

I hereby certify that a copy of this document is being deposited with the U. S. Patent and Trademark Office by facsimile transmission to 703-306-6996, this 22 day of MAR, 2000

 3/22/00

**ASSIGNMENT**

WHEREAS, Carol Ball, a US citizen, whose address is 11415 Washington Boulevard, Los Angeles, California 90066, (hereinafter "Assignor"), is the owner of the following service mark registered in the United States Patent and Trademark Office as Reg. No. 1,834,049 – SO WHAT ARE YOU LOOKING AT? (hereinafter "Mark");

AND WHEREAS, DIRECTV, Inc., a California Corporation with its principal place of business at 2230 E. Imperial Highway, El Segundo, California 90245, (hereinafter "Assignee"), is desirous of acquiring title to said Mark and the registration thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, all of its right, title and interest in and to the said Mark, together with the goodwill of the business symbolized by the Mark, and the above-identified registration thereof.

IN WITNESS WHEREOF, Assignor has hereunto executed this Instrument this 7<sup>th</sup> day of March, 2000.

Carol Ball

Carol Ball

**HUGHES ELECTRONICS CORP.**  
**200 N. SEPULVEDA**  
**P. O. BOX 956**  
**El Segundo, California 90245-0956**

**FAX TRANSMISSION**

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**DATE:** 3/22/00

**TO:**

NAME	FAX #	PHONE #
U.S. Patent and Trademark Office	703-306-5995	

**FROM:** Tina Pompey /Janet B. (Phone) 310-662-9931 (Fax) 310-322-0856

**RE:** SO WHAT ARE YOU LOOKING AT? Reg. No. 1,834,049

CLIENT/MATTER:		Number of Pages, Including Cover: 3
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**MESSAGE:** See attached Assignment & Assignment Cover Sheet