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To the Honorable Commissioner of Patents and

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original documents or copy thereof.

1. Name of conveying party(ies): MARK GOODSON PRODUCTIONS, LLC 2700 Colorado Avenue, Santa Monica, California 90404

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company

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

- 3. Nature of conveyance: Assignment, Security Agreement, Other, Merger, Change of Name

Execution Date: 1-7-00

2. Name and address of receiving party(ies) Name: PEARSON TELEVISION OPERATIONS B.V. Internal Address: MEDIA CENTRE, 4th floor, Room 404 Street Address: Sumatra laan 45 City: Hilversum State: Netherlands ZIP: 1217GP

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other Netherlands Company

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) 75/978,325

B. Trademark Registration No.(s) 1,611,595 2,190,014 2,264,449

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: PETER M. EICHLER Internal Address: 24th Floor 2029 CENTURY PARK EAST Street Address: City: LOS ANGELES State: CALIF ZIP: 90067-3010

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41).....\$ 40E

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number: 20-1500

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

DO NOT USE THIS SPACE

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.

JEMMYE B. SMITH Name of Person Signing

Jemmye B. Smith Signature

1-10-00 Date

Total number of pages including cover sheet, attachments, and document: 12

APPOINTMENT OF DOMESTIC REPRESENTATIVE

PETER M. EICHLER, ESQ., C. DENNIS LOOMIS, ESQ., BRIAN W. KASELL, ESQ.,
and JONATHAN D. GELFAND, ESQ., of TROOP STEUBER PASICH REDDICK & TOBEY,
LLP, located at 2029 Century Park East, 24th Floor, Los Angeles, California 90067-3020, are
hereby designated as Applicant's representatives upon whom notices of process in proceedings
affecting the mark may be served.

PEARSON TELEVISION OPERATIONS B.V.

By: 

Peter M. Eichler, Attorney of Record

Dated: January 7, 2000

ASSIGNMENT

WHEREAS, MARK GOODSON PRODUCTIONS, LLC, a limited liability company organized under the laws of the State of New York, located at located at 2700 Colorado Avenue, Santa Monica, California 90404, has adopted, used and registered (or applied for registration) the Trademarks listed in the attached schedule, in the United States;

WHEREAS, PEARSON TELEVISION OPERATIONS B.V., a company organized under the laws of the State of The Netherlands, located at Media Centre, 4th Floor, Room 404, Sumatrалаan 45, 1217 GP Hilversum, The Netherlands, is desirous of acquiring said marks and the registrations thereof and applications therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said MARK GOODSON PRODUCTIONS, LLC does hereby assign unto said PEARSON TELEVISION OPERATIONS B.V. all rights, title and interest, with the goodwill therein, in and to the said trademarks, applications and registrations.

MARK GOODSON PRODUCTIONS, LLC

DATED: January 7th, 2000

By: _____
Peter M. Eichler, Attorney of Record

Agreed and accepted this 7th
day of January, 2000.

PEARSON TELEVISION OPERATIONS B.V.

By: _____
Peter M. Eichler, Attorney of Record

SCHEDULE

<u>TRADEMARK</u>	<u>REG. OR APPL. NO.</u>
FAMILY FEUD	1,611,595
FAMILY FEUD	2,190,014
PASSWORD	2,264,449
PRICE IS RIGHT	75/978,325