

FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

04-06-2000

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



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

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- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Name Hartford House, Ltd.

Execution Date  
Month Day Year

02/24/2000

Formerly \_\_\_\_\_

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

Receiving Party

Mark if additional names of receiving parties attached

Name BMA Holdings, LLC

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 450 Broadway Street

Address (line 2) \_\_\_\_\_

Address (line 3) Redwood City

California

94063

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership  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.)
- Corporation  Association
- Other Limited Liability Company
- Citizenship/State of Incorporation/Organization Delaware

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02 FC:482 3575.00 DP

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Maureen E. EBERTOWSKI  
(Typed or printed name of person mailing paper or fee) 655039.1  
Maureen E. Ebertowski  
(Signature of person mailing paper or fee)

To-FENWICK & WEST LLP Page 02

TRADEMARK  
REEL: 002042 FRAME: 0056

FORM PTO-1618B  
Expires 06/30/99  
OMB 0651-0027

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

Page 2

**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

(650) 556-2714

Name

John J. Sullivan

Address (line 1)

Director of Intellectual Property

Address (line 2)

Excite@Home

Address (line 3)

450 Broadway Street

Address (line 4)

Redwood City, California 94063

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

# 13

**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)**

75/503,681	75/503,682	75/807,754
75/807,842	75/807,755	75/807,843
75/612,881	75/612,882	75/612,883

1,958,491	2,177,999	1,519,773
1,512,648	1,512,647	1,526,562
2,238,628	1,512,635	1,515,351

**Number of Properties** Enter the total number of properties involved.

# 144

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41):

\$ 3,615.00

Method of Payment: Enclosed  Deposit Account

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

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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.

John J. Sullivan

*John J. Sullivan*  
Signature

2/29/00

Date Signed

**Trademark Application Numbers (continued)**

**Registration Numbers (continued)**

75/612,884	75/807,752	75/807,844	2,183,512	1,845,574	2,135,650
75/612,885	75/612,889	75/612,886	1,515,357	1,919,658	1,515,356
75/612,887	75/612,888		1,910,050	1,739,766	1,743,096
75/612,890	75/612,891		1,785,522	1,886,417	1,550,963
75/612,892	75/612,894	75/612,893	1,514,549	1,941,047	1,515,350
75/612,878	75/612,895	75/612,896	1,514,550		
75/612,897	75/612,879	75/612,898			
75/612,899	75/612,880	75/611,289			
75/719,631	75/719,632	75/809,121			
75/807,757	75/807,751	75/625,007			
75/625,008	75/625,009	75/625,010			
75/625,011	75/625,012	75/625,013			
75/625,014	75/625,015	75/625,016			
75/625,017	75/625,018	75/625,019			
75/625,020	75/625,004	75/625,021			
75/625,022	75/625,023	75/625,005			
75/625,024	75/625,003	75/625,006			
75/806,682	75/806,652	75/806,681			
75/615,906	75/615,907	75/615,908			
75/615,909	75/615,910	75/615,911			
75/615,912	75/615,913	75/615,914			
75/615,915	75/615,916	75/615,917			
75/615,918	75/615,919	75/615,903			
75/615,920	75/615,921	75/615,922			
75/615,904	75/615,923	75/615,924			
75/615,905	75/807,845	75/807,753			
75/807,758	75/719,496	75/719,395			
75/807,841	75/807,756	75/610,768			
75/610,767	75/610,766	75/610,765			
75/610,764	75/610,763	75/610,762			
75/610,761	75/610,760				
75/610,759	75/610,758	75/610,757			
75/610,756	75/610,755	75/610,771			
75/610,754	75/610,753	75/610,774			
75/610,770	75/610,773	75/610,772			
75/601,593	75/602,874	75/807,750			
75/610,769	75/705,014	75/705,349			
75/705,010	75/705,012				

**TRADEMARK ASSIGNMENT**

On December 12, 1999, Hartford House, Ltd., a Delaware corporation, located at 450 Broadway, Redwood City, California 94063 ("HH"), and BMA Holdings, LLC, a Limited Liability Company, located at 450 Broadway, Redwood City, California 94063 ("BMAH") entered into an ASSIGNMENT OF MARKS AGREEMENT in connection with a DISTRIBUTION AGREEMENT by and between HH and SPS Media, Inc., a Delaware corporation located at 1250 Prospect Street, La Jolla, California 92037.

Pursuant to the ASSIGNMENT OF MARKS AGREEMENT, effective December 12, 1999, HH assigned to BMAH all rights, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to certain trademarks and service marks now registered in the United States Patent and Trademark Office and/or subject to applications for registration which are currently pending in the United States Patent and Trademark Office, as set forth in Exhibit "A" attached hereto, together with the goodwill of the business symbolized by said marks and that portion of the business to which the marks pertain.

Signed at Los Angeles, California, this 24th day of February 2000.

Hartford House, Ltd.

By: Jay Grodin

Name: Jay Grodin  
Title: President

State of California  
County of Los Angeles

On this 24th day of February 2000, before me, Helen P. Wilkins a Notary Public in and for the State of California, personally appeared Jay Grodin, personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Helen P. Wilkins  
Notary Public





**EXHIBIT A**

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
5-D			1958491	27 FEB 1996
AIRE BRUSH-WATER COLOR FEELINGS (Stylized)			2177999	04 AUG 1998
AIREBRUSH FEELINGS (Stylized)			1519773	10 JAN 1989
ARTES DU MONT BLEU & Design			1512648	15 NOV 1988
ARTES MONTE AZUL & Design			1512647	15 NOV 1988
BACKYARD POETRY	75/503681	17 JUN 1998		
BACKYARD POETRY SUNNYSIDE PATIO CARDS FOR PLEASING YOUR SOUL BY ASHLEY & Design	75/503682	17 JUN 1998		
BLUE MOUNTAIN	75/807754	24 SEP 1999		
BLUE MOUNTAIN	75/807842	24 SEP 1999		
BLUE MOUNTAIN	75/807755	24 SEP 1999		
BLUE MOUNTAIN ARTS			1526562	28 FEB 1989
BLUE MOUNTAIN ARTS			2238628	13 APR 1999
BLUE MOUNTAIN ARTS	75/807843	24 SEP 1999		
BLUE MOUNTAIN ARTS	75/612881	05 JAN 1999		

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
BLUE MOUNTAIN ARTS	75/612882	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612883	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612884	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/807752	24 SEP 1999		
BLUE MOUNTAIN ARTS	75/807844	24 SEP 1999		
BLUE MOUNTAIN ARTS	75/612885	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612889	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612886	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612887	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612888	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612890	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612891	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612892	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612894	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612893	05 JAN 1999		

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
BLUE MOUNTAIN ARTS	75/612878	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612895	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612896	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612897	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612879	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612898	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612899	05 JAN 1999		
BLUE MOUNTAIN ARTS	75/612880	05 JAN 1999		
BLUE MOUNTAIN ARTS & Design			1512635	15 NOV 1988
BLUE MOUNTAIN ARTS & Design			1515351	06 DEC 1988
BLUE MOUNTAIN ARTS & Design	75/611289	23 DEC 1998		
BLUE MOUNTAIN ARTS POETS & ARTISTS HANDMADE THOUGHTS (Stylized)			2183512	25 AUG 1998
BLUE MOUNTAIN ARTS VISIONS & Design			1845574	19 JUL 1994
BLUE MOUNTAIN BEARS	75/719631	02 JUN 1999		



<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
BLUE MOUNTAIN BEARS	75/719632	02 JUN 1999		
BLUE MOUNTAIN PRESS INC. & Design			1514550	29 NOV 1988
BLUE MOUNTAIN ZORTAL & Design	75/809121	24 SEP 1999		
BLUE MOUNTAIN ZORTAL & Design	75/807757	24 SEP 1999		
BLUE MOUNTAIN ZORTAL & Design	75/807751	24 SEP 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625007	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625008	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625009	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625010	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625011	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625012	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625013	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625014	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625015	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625016	22 JAN 1999		

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
BLUE MOUNTAIN ZORTAL & Design	75/625017	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625018	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625019	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625020	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625004	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625021	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625022	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625023	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625005	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625024	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625003	22 JAN 1999		
BLUE MOUNTAIN ZORTAL & Design	75/625006	22 JAN 1999		
BLUEMOUNTAIN.COM	75/806682	23 SEP 1999		
BLUEMOUNTAIN.COM	75/806652	23 SEP 1999		
BLUEMOUNTAIN.COM	75/806681	23 SEP 1999		
BLUEMOUNTAIN.COM	75/615906	05 JAN 1999		

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
BLUEMOUNTAIN.COM	75/615907	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615908	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615909	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615910	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615911	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615912	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615913	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615914	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615915	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615916	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615917	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615918	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615919	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615903	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615920	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615921	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615922	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615904	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615923	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615924	05 JAN 1999		
BLUEMOUNTAIN.COM	75/615905	05 JAN 1999		
BOULDER NEW CREATIVES & Design			2135650	10 FEB 1998

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
Castle Logo	75/807845	24 SEP 1999		
Castle Logo	75/807753	24 SEP 1999		
Castle Logo	75/807758	24 SEP 1999		
Castle Logo			1515357	06 DEC 1988
Castle Logo			1919658	19 SEP 1995
Castle Logo			1515356	06 DEC 1988
Castle Logo			1910050	08 AUG 1995
CHARACTER IMPRINTS			1739766	15 DEC 1992
CIRCLE OF LIFE & Design			1743096	29 DEC 1992
COLLEGE VISIONS			1785522	03 AUG 1993
MOUNTAIN FRIENDS FROM BLUE MOUNTAIN	75/719496	02 JUN 1999		
MOUNTAIN FRIENDS FROM BLUE MOUNTAIN	75/719395	02 JUN 1999		
MOUNTAIN VIEW DESIGNS			1886417	28 MAR 1995
OCCASION GALLERIE FROM BLUE MOUNTAIN ARTS (Stylized)			1550963	08 AUG 1989
SUSAN POLIS SCHUTZ AND STEPHEN SCHUTZ COLLECTION FROM BLUE MOUNTAIN ARTS (Stylized)			1514549	29 NOV 1988

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
THE ART OF THE 21ST CENTURY			1941047	12 DEC 1995
WATER COLOR FEELINGS (Stylized)			1515350	06 DEC 1988
ZORTAL	75/807841	24 SEP 1999		
ZORTAL	75/807756	24 SEP 1999		
ZORTAL	75/610768	04 JAN 1999		
ZORTAL	75/610767	04 JAN 1999		
ZORTAL	75/610766	04 JAN 1999		
ZORTAL	75/610765	04 JAN 1999		
ZORTAL	75/610764	04 JAN 1999		
ZORTAL	75/610763	04 JAN 1999		
ZORTAL	75/610762	04 JAN 1999		
ZORTAL	75/610761	04 JAN 1999		
ZORTAL	75/610760	04 JAN 1999		
ZORTAL	75/610759	04 JAN 1999		
ZORTAL	75/610758	04 JAN 1999		
ZORTAL	75/610757	04 JAN 1999		
ZORTAL	75/610756	04 JAN 1999		
ZORTAL	75/610755	04 JAN 1999		
ZORTAL	75/610771	04 JAN 1999		
ZORTAL	75/610754	04 JAN 1999		
ZORTAL	75/610753	04 JAN 1999		
ZORTAL	75/610774	04 JAN 1999		

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Registration No.</u>	<u>Registration Date</u>
ZORTAL	75/610770	04 JAN 1999		
ZORTAL	75/610773	04 JAN 1999		
ZORTAL	75/610772	04 JAN 1999		
ZORTAL	75/601593	08 DEC 1998		
ZORTAL	75/602874	05 DEC 1998		
ZORTAL	75/807750	24 SEP 1999		
ZORTAL	75/610769	04 JAN 1999		
LADYBUGS	75/705014	04 JUN 1999		
PAPER EXPEDITIONS	75/705349	08 JUN 1999		
ELEPHANTZ	75/705010	04 JUN 1999		
SNAPDRAGONZ	75/705012	04 JUN 1999		