


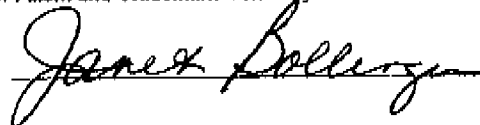
**HUGHES ELECTRONICS CORPORATION**

200 N. Sepulveda Blvd.  
P.O. Box 956, ES, 001, M/S A109  
El Segundo, CA 90245  
(310) 662-9931

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| <b>1. NAME OF CONVEYING PARTY(IES):</b><br><br>HUGHES ELECTRONICS CORPORATION<br>a Delaware Corporation<br>200 N. Sepulveda Blvd.<br>El Segundo, CA 90245  | <b>2. NAME AND ADDRESS OF RECEIVING PARTY(IES):</b><br><br>DIRECTV, Inc.<br>a California Corporation<br>2230 E. Imperial Highway<br>El Segundo, CA 90245   |
| <b>3. NATURE OF CONVEYANCE:</b><br><br><input checked="" type="checkbox"/> Assignment<br><input type="checkbox"/> Merger<br><input type="checkbox"/> Security Agreement<br><input type="checkbox"/> Change of Name<br><input type="checkbox"/> Other _____<br>3a. EXECUTION DATE: July 14, 2000<br>3b. EFFECTIVE DATE: July 14, 2000 | <b>2a. ASSIGNEE A FOREIGN ENTITY:</b><br><br>Yes: _____ No: <input checked="" type="checkbox"/><br><br><b>2b. DOMESTIC REPRESENTATIVE DESIGNATED:</b><br><br>Yes: _____ No: <input checked="" type="checkbox"/>  |
| <b>4a. TRADEMARK APPLICATION NOS.:</b><br>Ser. No. 75/606,679 MEGA MARCH MANIA<br><br>Additional numbers attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  | <b>4b. TRADEMARK REGISTRATION NO(S).:</b><br><br>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No  |
| <b>5. NAME AND ADDRESS OF CORRESPONDENT:</b><br><br>Tina M. Pompey<br>C/O Corporate Patents and Licensing<br>Hughes Electronics Corporation<br>P.O. Box 956, ES, Bldg. 001, M/S A109<br>El Segundo, CA 90245-0956  |  |
| <b>6. TOTAL NUMBER OF TITLES:</b> 1<br><br><b>7. TOTAL FEE:</b> \$ 40.00<br><br><b>8. CHECK ENCLOSED:</b> <input checked="" type="checkbox"/> NO<br>(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><br><br><br>Tina M. Pompey<br>Dated: 7/20, 2000 |

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I hereby certify that a copy of this document is being deposited with the U. S. Patent and Trademark Office by facsimile transmission to 703-306-5995, this 20 day of July, 2000



**ASSIGNMENT**

WHEREAS, HUGHES ELECTRONICS CORPORATION, a Delaware corporation, having a principal place of business at 200 N. Sepulveda Blvd., El Segundo, CA 90245, (hereinafter "Assignor"), is the record owner of Application Serial No. 75/606,679 – MEGA MARCH MANIA ("Mark") filed with the United States Patent and Trademark Office;

WHEREAS, DIRECTV, Inc. a California corporation, having a principal place of business at 2230 E. Imperial Highway, El Segundo, CA 90245, (hereinafter "Assignee"), is desirous of acquiring title to said Mark and the application thereof;

NOW, THEREFORE, good and valuable consideration being extant, the receipt and sufficiency of which Assignor acknowledges, Assignor does hereby assign to Assignee all of its rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the above-identified application.

IN WITNESS WHEREOF, Assignor has executed this Assignment this 14 day of July, 2000.

HUGHES ELECTRONICS CORPORATION

July 14, 2000  
Date

By: [Signature]  
Name: Michael W. Sales  
Title: Assistant Secretary

Agreed and confirmed to this 17<sup>th</sup> day of July, 2000.

DIRECTV, INC.

By: [Signature]  
Name: Jan Williamson  
Title: Assistant Secretary