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FORM PTO-1694  
1-31-92

# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

07-18-2000



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101406616

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

### 1. Name of conveying party(ies):

Viewer's Choice, L.L.C.  
909 Third Avenue  
New York, NY 10022

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware limited liability company
- Association
- Limited Partnership

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

### 3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: December 12, 1999

### 2. Name and address of receiving party(ies):

Name: In Demand, L.L.C.

Internal Address: 345 Hudson Street

Street Address: \_\_\_\_\_

City: New York State: NY ZIP: 10014

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other Delaware limited liability 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 registration number(s):

#### A. Trademark Application No.(s)

See Attached

#### B. Trademark registration No.(s)

See Attached



07-03-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #01

Additional numbers attached?  Yes  No

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

Name: Alfred M. Randolph, Jr.

Internal Address: \_\_\_\_\_

Kaufman & Canoles

Street Address: One Commercial Place

Suite 2000

City: Norfolk State: VA ZIP: 23510

### 6. Total number of applications and registrations involved: \_\_\_\_\_

24

7. Total fee (37 CFR 3.41): \$ 615.00

Enclosed

Authorized to be charged to deposit account

### 8. Deposit account number: \_\_\_\_\_

(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.

Alfred M. Randolph, Jr.

Name of Person Signing

Alfred M. Randolph

Signature

June 7, 2000

Date

Total number of pages comprising cover sheet: 5

LIST OF REGISTERED MARKS

Mark	Registration #/ Serial #	Date Filed/Granted	Country of Registration
PAY PER VIEW CHOICES	1,879,693	02/21/95	United States
HOT CHOICE	1,796,117	09/28/93	United States
HOT CHOICE DESIGN	1,878,022	02/07/95	United States
LIVE AND LEARN	2,075,923	07/01/97	United States
PAY PER VIEW PULSE	1,691,441	06/09/92	United States
PAY PER VIEW PULSE & DESIGN	1,703,164	07/28/92	United States
VIEWER'S CHOICE, Class 41	1,316,177	01/22/85	United States
VIEWER'S CHOICE, Class 38	1,798,205	10/12/93	United States
VIEWER'S CHOICE, Class 35	1,137,518	07/01/80	United States
VIEWERS CHOICE & DESIGN	1,799,735	10/19/93	United States
VIEWER'S CHOICE EVENT HOTLINE	1,906,809	07/18/95	United States
THE PAY-PER-VIEW DOUBLE TAKE AND DESIGN	1,908,730	08/01/95	United States
PLAY-PER VIEW	1,940,657	12/12/95	United States
VIEWER'S CHOICE & DESIGN (Ten Years of PPV Partnership)	2,023,787	12/17/96	United States
VIEWER'S CHOICE & DESIGN (Ten Years of PPV Partnership)	2,010,304	10/22/96	United States
HOLLYWOOD MARQUEE	2,081,385	07/22/97	United States
PAY-PER-VIEW DOUBLE TAKE	2,142,744	03/10/98	United States

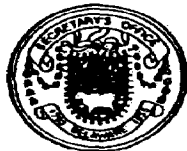
IN DEMAND, Class 38	75/633880	03/19/99	United Stated
IN DEMAND, Class 41	75/663663	03/19/99	United Stated
I.D. MOVIES, Class 38	75/708107	05/18/99	United States
I.D. MOVIES, Class 41	75/708110	05/18/99	United States
GO IN	75/866577	12/08/99	United States
GOING IN	75/866586	12/08/99	United States
YOU RULE	75/866578	12/08/99	United States

#544296 v1

Office of the Secretary of State

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "VIEWER'S CHOICE L.L.C.", CHANGING ITS NAME FROM "VIEWER'S CHOICE L.L.C." TO "IN DEMAND L.L.C.", FILED IN THIS OFFICE ON THE TWENTIETH DAY OF DECEMBER, A.D. 1999, AT 4:30 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE DEFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE THIRD DAY OF JANUARY, A.D. 2000.



*Edward J. Freel*

Edward J. Freel, Secretary of State

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AUTHENTICATION:

0155066

DATE:

12-21-99

12/23/99 THU 12:00 [TX/RX NO 95201

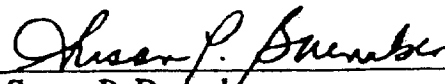
TRADEMARK  
REEL: 002108 FRAME: 0960

TO: DELAWARE DEPARTMENT OF STATE

**CERTIFICATE OF AMENDMENT  
OF  
VIEWER'S CHOICE L.L.C.**

1. The name of the limited liability company is:  
Viewer's Choice L.L.C.
2. The Certificate of Formation of the limited liability company is hereby amended as follows:  
The name of the limited liability company is In Demand L.L.C.
3. The Certificate of Amendment shall be effective on: January 3, 2000.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Amendment of Viewer's Choice L.L.C. this 10<sup>th</sup> day of December, 1999.



Susan P. Barnabeo  
Senior Vice President  
Business Affairs and General Counsel/  
Authorized Officer

#580664 v1

TOTAL P.03

12/23/99 THU 12:00 [TX/RX NO 9520]

**TRADEMARK**  
**REEL: 002108 FRAME: 0961**

# KAUFMAN & CANOLES

— | A Professional Corporation | —

**Attorneys and Counselors at Law**

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757 / 491-4000  
fax: 757 / 491-4020  
amrandolph@kaufcan.com

June 27, 2000

Reid M. Wilson  
Law Office 113  
Trademark Examining Attorney  
U.S. Patent and Trademark Office  
2900 Crystal Drive  
Arlington, VA 22202-3513

Re: Serial No. 75/866578  
Mark: YOU RULE  
Our File No. 35902

Dear Mr. Wilson:

Enclosed is a copy of an Assignment filed with the U.S. Patent and Trademark Office (PTO) on June 7, 2000, reporting the change of the corporate name of the applicant for the above-referenced mark.

Please amend the application to reflect the applicant's new name and address as: In Demand, L.L.C., 345 Hudson Street, New York, New York 10014.



07-03-2000

U.S. Patent & TMO/c/TM Mail Rpt Dt. #01

Very truly yours,

Alfred M. Randolph, Jr.

jp  
Enclosure  
#622918

Chesapeake  
757 / 547-7177

Newport News  
757 / 873-6300

Norfolk  
757 / 624-3000

Williamsburg  
757 / 229-7322

www.kaufmanandcanoles.com

**RECORDED: 07/07/2000**

**TRADEMARK  
REEL: 002108 FRAME: 0962**