

11-08-2000

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



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

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10-26-00

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

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

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Essence Communications, Inc.

10-19-00

Formerly

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

Receiving Party

Mark if additional names of receiving parties attached

Name Essence Communications Partners

DBA/AKA/TA

Composed of

Address (line 1) 1500 Broadway

Address (line 2) 6th Floor

Address (line 3) New York

City

New York

State/Country

10036

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

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 002169 FRAME: 0326

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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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

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)		
<input type="text" value="76000895"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2375408"/>	<input type="text" value="2375410"/>	<input type="text" value="2325402"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2193726"/>	<input type="text" value="2027930"/>	<input type="text" value="1893636"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1883012"/>	<input type="text" value="1766193"/>	<input type="text" value="1736464"/>

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

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: 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.

Courtney L. Myers

10/20/00

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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Trademark Application Number(s)

Registration Number(s)

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1712328	1641629	1631687
1594963	1508051	1488589
1485362	1373090	1350021
1235902	1204615	1155570
1153120	1131744	

ASSIGNMENT

WHEREAS, ESSENCE COMMUNICATIONS, INC., a corporation organized and existing under the laws of the State of Delaware, having its principal office at 1500 Broadway, New York, New York 10036 has adopted, used and is using and is the owner of the trademarks and service marks listed on Exhibit A, attached hereto, which are now registered on the Principal Register in the United States Patent and Trademark Office or are the subject of Applications to Register in the Principal Register on the United States Patent and Trademark Office.

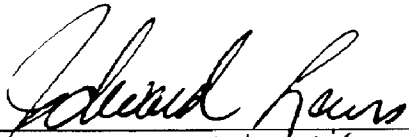
WHEREAS, ESSENCE COMMUNICATIONS PARTNERS, a general partnership, organized and existing under the laws of the State of Delaware, having its principal office at 1500 Broadway, New York, New York 10036, is desirous of acquiring the entire right, title and interest in and to the trademarks and service marks set forth on Exhibit A:

NOW THEREFORE, for value received, the receipt of which is hereby acknowledged, ESSENCE COMMUNICATIONS, INC., does hereby sell, assign, and transfer to ESSENCE COMMUNICATIONS PARTNERS, its successors and assigns, its entire right, title and interest in and to the trademarks and service marks set forth on Exhibit A together with all rights to the registration of said trademarks and service marks and to renew such registrations and together with all of the goodwill symbolized by and associated with the activities conducted under the said trademarks and service marks and that has accrued to the said trademarks and service marks.

(SIGNATURE PAGE FOLLOWS)

New York, New York
As of October 19, 2000

ESSENCE COMMUNICATIONS, INC.

By: 
Name: EDWARD LEWIS
Title: CHIEF EXECUTIVE OFFICER

STATE OF NEW YORK)
 :SS.:
COUNTY OF NEW YORK)

On this 19th day of October, 2000, before me, a Notary Public, in and for the County of New York in the State of New York, personally appeared, Edward Lewis, to me known to be the Chief Executive Officer of ESSENCE COMMUNICATIONS, INC. and being dully sworn, averred that, being duly authorized, he executed the foregoing Assignment as the free act and deed of said corporation for the uses and purposes set forth.


Notary Public

JOHN TURITZIN
Notary Public, State of New York
No. 4852762
Qualified in Westchester County
Commission Expires 1/21/2002

EXHIBIT A

<u>Trademark/Service Mark</u>	<u>Serial/Registration No.</u>	<u>Date of Registration</u>
ESSENCE MARKETPLACE	76/000895	Application to Register filed March 15, 2000
ESSENCEASE	2,375,408	August 8, 2000
ESSENCEASE and Design	2,375,410	August 8, 2000
ESSENCE MUSIC FESTIVAL	2,325,402	March 7, 2000
ESSENCE BOOKS FOR CHILDREN (Stylized) and Design	2,193,726	October 6, 1998
ESSENCE and Design of a Woman's Head with Stars	2,027,930	December 31, 1996
ESSENCE	1,893,636	May 9, 1995
ESSENCE BY MAIL	1,883,012 ✓	March 7, 1995
Design of a Woman's Head with Stars	1,766,193	April 20, 1993
ESSENCE	1,736,464	December 1, 1992
ESSENCE AWARD	1,712,328	September 1, 1992
ESSENCE ART (Stylized)	1,641,629	April 16, 1991
ESSENCE BY MAIL	1,631,687	January 15, 1991
ESSENCE	1,594,963	May 8, 1990
ESSENCE	1,508,051	October 11, 1988
Stylized Design of a Woman's Head with Stars	1,488,589	May 17, 1988
ESSENCE	1,485,362	April 19, 1988
ESSENCE BY MAIL	1,373,090	November 26, 1985
ESSENCE	1,350,021	July 16, 1985

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<u>Trademark/Service Mark</u>	<u>Serial/Registration No.</u>	<u>Date of Registration</u>
ESSENCE STYLE (Stylized)	1,235,902	April 26, 1983
ESSENCE	1,204,615	August 10, 1982
Stylized Design of a Woman's Head with Stars	1,155,570	May 26, 1981
Stylized Design of a Woman's Head with Stars	1,153,120	May 5, 1981
ESSENCE	1,131,744	January 29, 1979

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