



11-17-2000

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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

10-17-2000



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U.S. Patent & TMO/TM Mail Rpt Dt. #57

Attached original documents or copy hereof.

1. Name of conveying party(ies):

Walden Hays

10-17-00

- Individual(s)
- General Partnership
- Corporation-State New York
- Other

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

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

Name: British Telecommunications Public Limited Company

Address: 81 Newgate Street  
London EC1A 7AJ, England

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State United Kingdom
- Other

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) & addresses attached?

Yes  No

3. Nature of conveyance:

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

Execution Date: September 29, 2000

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s).

2,190,548

Additional Numbers attached?  Yes  No

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

Name: Patrick Boisson

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1

7. Total fee (37 CFR 3.41) ..... \$ 40.00

- Enclosed
  - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

(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.

Patrick Boisson  
Name of Person Signing

Boisson  
Signature

10/17/2000  
Date

Total number of pages comprising cover sheet: \_\_\_\_\_

REG. NO. 2190548

NO. 4383

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REG. NO. : 2,190,548  
REG. DATE : April 17, 1997  
MARK : IGNITE INTERACTIVE & Design

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for  
Trademarks  
2900 Crystal Drive  
Arlington, Virginia 22202-9300

Sir:

BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY, a corporation organized and existing under the laws of the United Kingdom with offices at 81 Newgate Street, London EC1A 7AJ, England, the proprietor of the above-identified trademark registration, hereby appoints the firm Fross Zelnick & Lehrman & Zissu P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY

By: 

Name: CHRISTINE A. CRAIG

Title: HEAD OF TRADE MARKS

Date of Signature: 11/10/2000

ISSUANCE 00907 D01 A, sm Rep.doc

**ASSIGNMENT**

WHEREAS, Walden Hays, a New York corporation located and doing business at 853 Broadway, New York, New York ("Assignor"), is the owner of the following trademark registration:

<u>TRADEMARK</u>	<u>REG. NO.</u>
IGNITE INTERACTIVE and Design	2,190,548

WHEREAS, British Telecommunications Public Limited Company, a corporation organized and existing under the laws of England and having an office at 81 Newgate Street, London EC1A 7AJ, England ("Assignee"), is desirous of acquiring said trademark registration and all associated goodwill in said trademarks; and

WHEREAS, to the best of Assignor's knowledge no cancellation proceedings against the registration are pending and no other party makes a claim of ownership to this trademark;

NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark and the above-named registration therefor, together with the goodwill of the business symbolized by said trademark, and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademark.

WALDEN HAYS

By: 

(Signature)

Name: ANTHONY VARBOROUGH

(Printed or typed)

Title: VICE - PRESIDENT

Date: 9-29-2000