

12-05-2000



Attorney Docket No.: 312-AFF

101539875

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

<p>1. Name of conveying party(ies):</p> <p>NLP IP Company</p> <p style="text-align: right;"><i>MRD</i> <i>11.13.00</i></p>	<p>2. Name and address of receiving party(ies):</p> <p>The Deal, LLC 105 Madison Avenue New York, NY 10016</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Name <input type="checkbox"/> Other:</p> <p>Execution Date: October 31, 2000</p>	<p><input type="checkbox"/> Individual(s) citizenship: <input type="checkbox"/> Association: <input type="checkbox"/> General Partnership: <input type="checkbox"/> Limited Partnership: <input checked="" type="checkbox"/> Corporation-State: Delaware Limited Liability <input type="checkbox"/> Other:</p> <p>If assignee is not domiciled in the U.S.A., a domestic representative designation is attached: <input type="checkbox"/> Yes; <input type="checkbox"/> No</p> <p>(Designations must be a separate document from Assignment)</p>
<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s): 75/862,942 75/862,471 75/822,266 75/667,630 75/862,940</p>	<p>B. Trademark Registration No.(s): 1,349,248</p>
<p>5. Name and address of party to whom correspondence document should be mailed:</p> <p>Roberta Jacobs-Meadway <b>AKIN, GUMP, STRAUSS, HAUER &amp; FELD, L.L.P.</b> One Commerce Square 2005 Market Street, 22nd Floor Philadelphia, PA 19103-7086 Telephone: 215-965-1200 Facsimile: 215-965-1210 E-Mail: rjacobs-meadway@akingump.com</p>	<p>6. Total number of applications and registrations involved: [6]</p> <p>7. Total fee (37 CFR 3.41) Cal. <u>1</u> x \$40.00 = \$ <b>40.00</b> <u>5</u> x \$25.00 = \$ <b>125.00</b> <input checked="" type="checkbox"/> Check enclosed for \$165.00</p> <p>8. Deposit account number: <u>50-1017</u></p>

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.

Roberta Jacobs-Meadway  
Name of Person

Signing Signature

11/9/00  
Date

Total number of pages including cover sheet, attachments and document: [ 3 ]

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, NLP IP Company, a Delaware corporation having an address of 901 Market Street, Suite 800, Wilmington, DE 19802, has used and is using in its business the following trademarks set forth in Schedule A attached hereto;

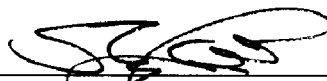
WHEREAS, The Deal, LLC, a Delaware limited liability company, having an address of 105 Madison Avenue, New York, NY 10016, is desirous of acquiring all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by the marks and the registrations thereof and applications therefor as set forth in Schedule A;

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said NLP IP Company hereby assigns to said The Deal, LLC all right, title and interest in and to said trademarks, together with the goodwill of the business symbolized by said marks, and the registrations thereof and applications therefor as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements of said trademarks, and the right to sue for and recover the same.

NLP IP COMPANY

Dated: 10/31/00

By:   
\_\_\_\_\_  
Stephen C. Jacobs  
Vice President

# SCHEDULE A

## Registrations

<u>Reg. No.</u>	<u>Mark</u>
1,349,248	CORPORATE CONTROL ALERT and Design

## Applications

<u>Serial No.</u>	<u>Mark</u>
75/862,942	DEAL DIARY
75/862,471	POST-MORTEM
75/822,266	SCOREBOARD
75/862,940	SUITS AND LADDERS
75/667,630	THE DAILY DEAL