

01-12-2001



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RECORDATION FORM COVERSHEET  
TRADEMARKS ONLY

*MAD*  
*12.26.00*

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

Submission Type

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

Conveyance Type

- Assignment
- Security Agreement
- Merger
- Change of Name
- Other
- License
- Nunc Pro Tunc Assignment

Effective Date  
Month Day Year  
12/21/00

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date  
Month Day Year  
12/21/00

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

Receiving Party

Mark if additional names of conveying 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
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

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.)

01/11/2001 MTHAI1 00000099 75553540

FOR OFFICE USE ONLY

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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 the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0227), Washington, D.C. 20503. See OMB Information Collection Budget Package 0551-0027, 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

**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 No.**

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="75553540"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved:

#

**Fee Amount**

Fee amount of properties listed (37 CFR 3.41):

**Method of Payment:**

**Deposit Account**

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Enclosed

Deposit Account

**Deposit Account Number:**

#

**Authorization to charge additional fees:**

Yes

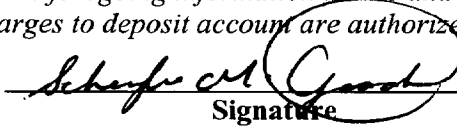
No

**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.

Schuyla M. Goodson

**Name of Person Signing**



**Signature**

12/26/00

**Date**

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (the "Assignment") is made and entered into as of the 21<sup>st</sup> day of December, 2000, by and between BLACK ENTERTAINMENT HOLDINGS, INC., a Delaware corporation (hereinafter referred to as "Assignor") as successor-in-interest and the surviving corporation by way of merger to BET HOLDINGS, INC., and BLACK ENTERTAINMENT TELEVISION, INC., a Washington, D.C. corporation (hereinafter referred to as "Assignee").

**WHEREAS**, Assignor is, by way of merger, the owner of the trademark, the application therefore and the good will represented by the mark BET BOOKS, Application No. 75/553540 (collectively the mark, the application and the good will are referred to herein as the "Mark"); and

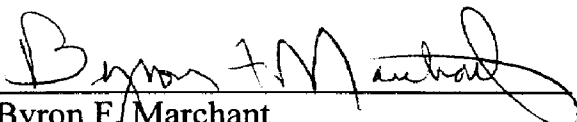
**WHEREAS**, Assignee and Assignor desire to enter into this Assignment to effect the transfer of the mark to Assignee; and

**NOW THEREFORE**, for and in consideration of the premises and the mutual promises hereinafter set forth and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Transfer and Assignment. Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Mark, together with the underlying business identified by the Mark, along with the right to recover for damages and profits and other remedies for past infringements of the Mark.
2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee to vest in Assignee all right, title and interest in and to the Mark, and to enable such right, title and interest to be recorded in the United States Patent & Trademark Office and any other appropriate governmental authority or agency of the United States.

**IN WITNESS WHEREOF**, Assignor has caused this Assignment to be executed by its respective duly authorized representatives as of the date first above written.

**BLACK ENTERTAINMENT HOLDINGS, INC.**

By:   
Byron F. Marchant  
Executive Vice President

**EXHIBIT A**

**MARK**  
BET BOOKS

**SERIAL NO.**  
75/553540

**FILING DATE**  
September 16, 1998

# TROUTMAN SANDERS LLP

A T T O R N E Y S A T L A W  
A LIMITED LIABILITY PARTNERSHIP

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Direct Dial: 404-885-3289  
Direct Fax: 404-962-6572

December 26, 2000

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, DC 20231

**Re: Assignment Recordation for BET Holdings, Inc.**  
**Mark: BET BOOKS**  
**Serial No.: 75/553540**  
**Our Ref.: 6736.95940**


Honorable Commissioner:

Enclosed please find the following documents for filing:

- (1) Recordation Form Cover sheet;
- (2) Exhibit A;
- (3) Copy of Trademark Assignment sheet as Exhibit B;
- (4) This firm's check in the amount of \$40.00; and
- (5) Return post card.

If any additional and/or deficient fees are deemed to be payable, please charge our Deposit Account No. 20-1507.

Respectfully submitted,  
TROUTMAN SANDERS LLP

By:   
Schuylla M. Goodson-Bell  
Attorneys for Applicant


Enclosures

CERTIFICATE OF EXPRESS MAIL  
UNDER 37 CFR 1.10

Express Mail Mailing Label No: EL467890361US  
Date of Deposit: December 26, 2000

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513

SCHUYLLA M. GOODSON-BELL

  
Date of Signature: December 26, 2000