

1.18.01

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

Merger
Effective Date
Month Day Year

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

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

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country 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

FOR OFFICE USE ONLY

01/26/2001 GT0N11 00000127 75313156

01 FC:481 40.00 DP

02 FC:482 125.00 DP

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

REEL: 002222 FRAME: 0550

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="75313156"/>	<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" value="2048370"/>	<input type="text" value="1934364"/>	<input type="text"/>
<input type="text" value="1998827"/>	<input type="text" value="1895799"/>	<input type="text"/>
<input type="text" value="2178421"/>	<input type="text"/>	<input type="text"/>

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.

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

Whereas, BET Direct, Inc., a Delaware corporation doing business at 1235 W Street, NE, Washington, D.C. 20018, is the owner of record of the following U.S. Application and U.S. Registrations:

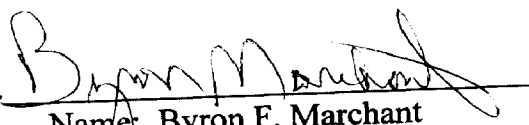
<u>Marks:</u>	<u>Reg./App. Nos.:</u>	<u>Reg./Filing Date:</u>
COLOR CODE	2048370	March 25, 1997
COLOR CODE	1998827	September 3, 1996
CC COLOR CODE	2178421	August 4, 1998
CC COLOR CODE	1895799	May 30, 1995
COLOR CODE, THE SKIN CARE SECRET FOR THE WOMAN OF COLOR	1934364	November 7, 1995
COLOR CODE, THE SKIN CARE SECRET FOR THE WOMAN OF COLOR	75313156	June 23, 1997

Whereas, Black Entertainment Television, Inc., a District of Columbia corporation, located and doing business at 1235 W Street, NE, Washington, D.C. 20018, desires to acquire said marks, the appurtenant goodwill and the Registrations and Application thereof and to make of record its ownership of said marks and the Registrations and Application in its own name.

Now, therefore, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, BET Direct, Inc. does hereby assign and transfer to Black Entertainment Television, Inc., its successors, assigns and legal representatives, the entire right, title and interest in and to said marks, together with the goodwill of the business symbolized by the marks, and all rights to past damages, and the above identified Registrations and Application thereof.

BET DIRECT, INC.

Date: January 16, 2001

By: 
 Name: Byron F. Marchant
 Title: Secretary