

03-22-2001

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



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U.S. Department of Commerce
Patent and Trademark Office

TRADEMARK

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Resubmission (Non-Recordation)

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Correction of PTO Error

Reel #

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Corrective Document

Reel #

Frame #

Conveyance Type



Assignment



License



Security Agreement



Nunc Pro Tunc Assignment



Merger



Change of Name



Other

Effective Date
Month Day Year

01 30 2001

Conveying Party



Mark if additional names of conveying parties attached

Name

Marso, Larry S.

Execution Date
Month Day Year

01 30 2001

Formerly



Individual



General Partnership



Limited Partnership



Corporation



Association



Other



Citizenship/State of Incorporation/Organization

United States of America

Receiving Party



Mark if additional names of receiving parties attached

Name

DIRECTV, INC.

DBA/AKA/TA

Composed of

Address (line 1)

2230 East Imperial Hwy.

Address (line 2)

Address (line 3)

El Segundo

City

CA

State/Country

90245

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

California

FOR OFFICE USE ONLY

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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 (213) 680-8367

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.

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2

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)

75485802

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

40.00

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.

Alejandro Portales

Name of Person Signing

Alejandro Portales

Signature

2-28-01

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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

Conveying Party

Enter Additional Conveying Party

☐

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name

Formerly

☐

Individual

☐

General Partnership

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Limited Partnership

☐

Corporation

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Association

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Other

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Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

☐

Mark if additional names of receiving parties attached

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Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

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Individual

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Corporation

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Association

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Trademark Application Number(s)

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Registration Number(s)

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ASSIGNMENT OF MARK "DemandTV"

Whereas Larry Marso, of 41 West 74th Street, Apt. 2A, New York, New York 10023, has adopted the mark "DemandTV" and filed an Intent-to-Use application in the United States Patent and Trademark Office for registration, Serial No. 75/435,802; and

Whereas DIRECTV, Inc., a California corporation, whose principal place of business is located at 2230 East Imperial Highway, El Segundo, California 90245, is desirous of acquiring said mark;

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Larry Marso does hereby assign unto the said DIRECTV, Inc., all rights, title and interest in and to the said mark, the entire business to which the mark pertains (including, but not limited to, the DemandTV business plan), together with the goodwill of such business, and the above identified application for registration of said mark.

The Commissioner of Patents and Trademarks is requested to issue the certificate of registration to said assignee.



State of California)

) ss.

County of Santa Clara)

On this 30th day of January, 2001, before me appeared

Larry Marso the person who signed this instrument on his own behalf, or who was
authorized to sign on behalf of the identified corporation or other juristic entity, who
being sworn, acknowledged that he signed this instrument as a free act.

Shirley A. Davis (*)

[Notary Public]

