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U.S. Patent & TMO/TM Mail Rpt. Dt. #40

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

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

3-29-01

### 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  
Effective Date  
Month Day Year \_\_\_\_\_
- Merger
- Change of Name
- Other \_\_\_\_\_

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Zinberg, Seltzer, Kids, Inc.

02222001

Formerly \_\_\_\_\_

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

#### Receiving Party

Mark if additional names of receiving parties attached

Name United States Olympic Committee

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) One Olympic Plaza

Address (line 2) \_\_\_\_\_

Address (line 3) Colorado Springs  
City

Colorado  
State/Country

80909  
Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

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.)

Other Congressionally Chartered Non-Profit

Citizenship/State of Incorporation/Organization U.S.

TRADEMARK OFFICE  
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 8:00 AM  
 US PATENT & TRADEMARK OFFICE

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01 FC:481 40.00 OP  
02 FC:482 125.00 OP

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

**TRADEMARK**

REEL: 002267 FRAME: 0201

**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)**

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**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.

Darlene S. Klinksieck

March 29, 2001

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional 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

Corporation  Association

Other

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Trademark Application Number(s)

Registration Number(s)

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## ASSIGNMENT OF TRADEMARKS

THIS Assignment is entered into by and between the **UNITED STATES OLYMPIC COMMITTEE**, a Congressionally chartered non-profit corporation having its principal place of business at One Olympic Plaza, Colorado Springs, Colorado 80909 (hereinafter the "USOC" or the "Assignee"), **ZINBERG, SELTZER, KIDS, INC.**, a Delaware corporation having a business address at 425 East 63<sup>rd</sup> Street, Suite W8H, New York, New York 10021, and **IRA SELTZER**, a U.S. citizen having a business address at <sup>11835</sup>~~11385~~ Olympic Boulevard, Suite 1155, Los Angeles, California 90064 (hereinafter referred to collectively as the "Assignors").

**WHEREAS**, the Assignors have adopted, used, acquired, registered, and/or applied for federal registration of certain trademarks all as more specifically identified and shown in the attached Schedule of Trademarks (hereinafter the "Marks"); and

**WHEREAS**, by settlement agreement executed contemporaneously herewith, Assignors have agreed to assign the Marks to the USOC and the USOC has agreed to acquire the entire right, title and interest in and to said Marks.

**NOW, THEREFORE**, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:

1. Assignors warrant that all registrations and applications enumerated in the Schedule of Trademarks are valid, pending and in good standing with the United States Patent and Trademark Office as of the effective date of this assignment. Assignors warrant that they are the sole owners of the Marks, and can assign them to the USOC as set forth in paragraph 2 herein.

2. Assignors do hereby sell, assign and transfer to the USOC the entire right, title and interest in and to the Marks, the registrations and the applications therefor, together with the

goodwill of the business in connection with which the Marks are used or will be used, and all causes of action related to the Marks, including but not limited to the right to sue for past infringements, as well as for unfair competition, passing off and any other related causes of action pertaining to the Marks, as set forth in the Settlement Agreement executed by the parties contemporaneously herewith.

3. The Assignors henceforth acknowledge ownership of the Marks in the USOC and agree that no Assignor, jointly or separately, will take any action inconsistent with such ownership. The Assignors further agree that no Assignor, jointly or separately, shall challenge the title of the USOC to the Marks, challenge the validity of this Assignment of Trademarks or the parties' coincident Settlement Agreement, or assert any rights in the Marks in the United States or any other country.

4. Assignors shall forward all pertinent files for the Marks to the USOC's trademark counsel within thirty (30) days of the execution hereof, including the original certificate of registration for the Marks, plus Assignors' original files for the federal application and registration of the Marks. As for the federal trademark applications identified in the Schedule of Trademarks, the Commissioner of Patents and Trademarks is requested to issue the Certificates of Registration to the USOC.

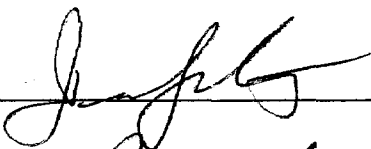
5. Assignors shall provide written consent, if requested by the USOC, for the registration of any of the USOC's applications for marks containing the components "USA" and/or "AMERICA" which may be refused registration by the United States Patent and Trademark Office based upon any rights which continue to be vested in the Assignors until this Assignment has been duly recorded with the United States Patent and Trademark Office.

**IN WITNESS HEREOF**, the duly authorized individuals have executed this Assignment

on behalf of the respective Assignors on the dates set opposite their signatures.

**ZINBERG SELTZER KIDS, INC.**

Dated: 02-22-01

By: 

Title: President

**IRA SELTZER**

Dated: 02-22-01



**UNITED STATES OLYMPIC COMMITTEE**

Dated: 3/1/01

By: 

Title: Acting CEO

## SCHEDULE OF TRADEMARKS

1. **AMERICA 2000** - Trademark Application Serial No. 74/669,295, filed May 1, 1995, by Zinberg, Seltzer, Kids, Inc.;
2. **AMERICA 2000** - Trademark Application Serial No. 75/621,177, filed January 15, 1999, by Ira Seltzer.
3. **AMERICA 2000 and Design** - U.S. Trademark Reg. No. 1,899,921, issued June 13, 1995, to Ira Seltzer;
4. **USA 2000** - Trademark Application Serial No. 75/520,719, filed July 17, 1998, by Shanghai Direct and thereafter assigned to Ira Seltzer;
5. **USA 2000** - Trademark Application Serial No. 75/621,178, filed January 15, 1999, by Ira Seltzer; and
6. **USA 2000 and Design** - U.S. Trademark Reg. No. 1,895,612, issued May 23, 1995, to Ira Seltzer.