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To the Honorable Commissioner of

Patent and Trademark Office
checked original documents or copy thereof.

1. Name of conveying party(ies):

Bravo Company

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State
- Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other

Execution Date: March 26, 2001

2. Name and address of receiving party(ies):

Name: **The Independent Film Channel LLC**

Address: **200 Quadrangle**

City: **Jericho** State: **New York** Zip: **11753**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other Limited Liability Company-Delaware

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark/Service Mark Applications

Mark	Serial No.
MAXIMUM FILM	75/122,296
THE INDEPENDENTS	76/005,685
IFC RANT	75/781,168
BRAVO'S INDEPENDENT FILM CHANNEL	75/777,535
IFC	75,254,970
THE INDEPENDENT FILM CHANNEL & Design	75/254,972
THE INDEPENDENT FILM CHANNEL & Design	75/254,971
IFC	75/254,968

Additional numbers attached? Yes No

B. Trademark Registrations

Mark	Reg. No.
EXPRESS MAIL CERTIFICATE	2853597803-US
Date: <u>3/27/01</u>	Label No.

I hereby certify that, on the date indicated above, this paper or fee was deposited with the U.S. Postal Service & that it was addressed for delivery to the Assistant Commissioner for Patents, Washington, DC 20231 by "Express Mail Post Office to Addressee" service.

D. Davis D. Davis
Name (Print) Signature

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Darby & Darby P.C.

Street Address: 805 Third Avenue, 27th Floor

City: New York State: New York Zip: 10022-7513

04/11/2001 DBYRNE 00000048 75122296

01 FC:481 40.00 OP
02 FC:482 175.00 OP

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 3.41):.....\$215

- Enclosed
- Any amount exceeding the enclosed is authorized to be charged to deposit account

8. Deposit account number: 04-0100

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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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.

Amy L. Nelkin

Amy L. Nelkin
Signature

March 27, 2001
Date

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

3

TRADEMARK ASSIGNMENT

WHEREAS, **Bravo Company**, a general partnership organized and existing under and by virtue of the laws of Delaware, and having a place of business at 1111 Stewart Avenue, Bethpage, New York 11714, hereinbelow called "Assignor", has intended to use the following trademarks/service marks in commerce and has filed applications for registration indicating that intention, but has not yet filed allegations of use of such marks under §§1(c) or 1(d) of the Trademark Act, as shown on the attached Schedule A; and

WHEREAS, **The Independent Film Channel LLC**, a limited liability company organized and existing under and by virtue of the laws of Delaware, and having a place of business at 200 Jericho Quadrangle, Jericho, New York 11753, hereinbelow called "Assignee", is the successor of the ongoing and existing portion of the business of **Bravo Company** to which these trademark/service mark applications pertain, and is desirous of acquiring the entire right, title and interest in and to the said trademarks/service marks and the pending intent-to-use trademark/service mark applications;

THEREFORE, BE IT KNOWN that for and in consideration of the sum of One Dollar (\$1.00) to it in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has sold, assigned, transferred and by these presents does hereby sell, assign, and transfer unto the said Assignee, its successors or assigns, all right, title and interest in and to the said trademarks/service marks, pending intent-to-use trademark/service mark applications and any goodwill symbolized thereby.

Dated: March 26, 2001

BRAVO COMPANY

By: 

Print Name: Kathleen Dore

Print Title: President

SCHEDULE A

<u>TRADEMARK/SERVICE MARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
MAXIMUM FILM	76/122,296	09/05/00
THE INDEPENDENTS	76/005,685	03/21/00
IFC RANT	75/781,168	08/20/99
BRAVO'S INDEPENDENT FILM CHANNEL	75/777,535	08/16/99
IFC	75/254,970	03/10/97
I THE INDEPENDENT FILM CHANNEL & Design	75/254,972	03/10/97
I THE INDEPENDENT FILM CHANNEL & Design	75/254,971	03/10/97
IFC	75/254,968	03/10/97