



07-06-2001

07-31-2001

U.S. Patent & TMOfe/TM Mail Rcpt Dt #11

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Playboy Enterprises International, Inc.

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

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 7-3-01

2. Name and address of receiving party(ies)

Name: Spice Entertainment, Inc.

Internal Address: _____
Address: _____

Street Address: 680 N. Lake Shore Drive

City: Chicago State: IL Zip: 60611

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

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 Application No.(s)

76/085668

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Julie Brown

Internal Address: _____

Street Address: 680 N. Lake Shore Drive

City: Chicago State: IL Zip: 60611

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-2117

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

DO NOT USE THIS SPACE

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.

JULIE BROWN

Name of Person Signing

Julie Brown

Signature

7/5/01

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

07/31/2001 ANNED1 00000019 162117 76085668
01 FC:481 40.00 CH

TRADEMARK
REEL: 002337 FRAME: 0369

ASSIGNMENT

THIS AGREEMENT, dated July 3, 2001, by and between Playboy Enterprises International, Inc., a Delaware corporation (hereinafter referred to as "Assignor") and Spice Entertainment, Inc., a Delaware corporation (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the following trademark in the United States (hereinafter referred to as the "Mark") pending before the U.S. Patent and Trademark Office.

<u>Pending Publications</u>	<u>Serial Number</u>	<u>Filing Date</u>
SPICE AND DESIGN	76/085568	July 7, 2001

WHEREAS, Assignor has agreed to assign the Mark to Assignee and Assignee hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$10.00) and other valuable consideration, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in the Mark, including the right to sue in respect of all infringements of the Mark which may have occurred before the date of this Agreement and the right to all remedies including damages or an account of the profits and conversion damages in respect of such infringements, together with the goodwill of the business concerned in the goods and services for which the Mark are registered.

IN WITNESS HEREOF, the said Assignor has executed this assignment on July 3, 2001.

**PLAYBOY ENTERPRISES
INTERNATIONAL, INC.**

By: _____

Name: Howard Shapiro

Title: Executive Vice President and Secretary

IN WITNESS HEREOF, the said Assignee has executed this assignment on July 3, 2001.

SPICE ENTERTAINMENT, INC.

By: _____

Name: Howard Shapiro

Title: Vice President and Secretary



07-06-2001

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PLAYBOY ENTERPRISES INTERNATIONAL, INC.

July 6, 2001

VIA EXPRESS MAIL

BOX ASSIGNMENTS
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

**RE: Playboy Enterprises International, Inc.
SPICE AND DESIGN, Serial No.: 76/085668
In the United States**

Dear Honorable Commissioner:

Enclosed is a recordation form cover sheet, as well as an Assignment for the above-captioned mark for filing in the United States Patent and Trademark Office. Also enclosed is a self-addressed, stamped postcard for the purpose of acknowledging receipt of this document.

Please debit account no. 16-2117 for the appropriate amount to satisfy the filing fee for this document.

Very truly yours,

**PLAYBOY ENTERPRISES
INTERNATIONAL, INC.**

Pamela Coughlin
Pamela Coughlin
Senior Assistant

/pc
Enclosures

hm