

09-11-2001

To the Honorable Commissioner of Patents



of original documents or copy hereof.

1. Name of conveying party(ies):
British Telecommunications
Public Limited Company

101839640

Address of receiving party(ies):

- Individual(s)
- General Partnership
- Corporation-State
- Other English limited liability company

Name: Yell Limited
 Address: Queens Walk, Oxford Road
Reading, Berkshire RG1 7PT
England

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other English limited liability company

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

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) & addresses attached? Yes No

3. Nature of conveyance:

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

Execution Date: March 6, 2001

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

A. Trademark Application No.(s)
76/107220, 76/029708
76/107221, 76/028118

B. Trademark Registration No.(s).

2,194,676

Additional Numbers attached? Yes No

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

Name: Patrick Boisson

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:.....5

7. Total fee (37 CFR 3.41) \$ 140.00

- Enclosed
 - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

(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.

Patrick Boisson
Name of Person Signing

Boisson
Signature

8/28/2001
Date

Total number of pages comprising cover sheet: _____

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

REG. NO. 2,194,676
REG. DATE October 13, 1998
MARK YELL

6-6-01

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Assistant Commissioner for
Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-9300

Sir:

YELL LIMITED, a limited liability company organized and existing under the laws of England and Wales, located and doing business at Queens Walk, Oxford Road, Reading, Berkshire RG1 7PT, England, the proprietor of the above-identified trademark registration, hereby appoints the firm Fross Zelnick & Lehrman & Zissu P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

YELL LIMITED

By:



Name:

CHRISTOPHER HUGH GEOFFREY NEALE

Title:

(Solicitor) - Duly Authorised Attorney

Date of Signature:

5th June 2001

3**UNITED STATES OF AMERICA**

THIS CONFIRMATORY ASSIGNMENT is dated 5 day of June, 2001

BETWEEN

- (1) **BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY** (an English company registered number 1800000) whose registered office is at 81 Newgate Street, London, EC1A 7AJ, England (the "Assignor"), and
- (2) **YELL LIMITED** (an English company registered number 03984695) whose registered office is at Queens Walk, Oxford Road, Reading, Berkshire RG1 7PT, England (the "Assignee")

BACKGROUND

- (A) The Assignor is the proprietor in the United States of America of the registered and unregistered trade marks, trade names and services marks and all applications for any of them which are identified in the Schedule (the "Trade Marks")
- (B) By virtue of an Assignment dated 6 March 2001 the Assignor has assigned the Trade Marks to the Assignee with full title guarantee all right, title and interest in the Trade Marks together with all goodwill associated with the use of the Trade Marks for good and valuable consideration

IT IS AGREED:

- 1 that for good and valuable consideration paid by the Assignee to the Assignor (the receipt whereof the Assignor hereby acknowledges) the Assignor **HEREBY CONFIRMS** the assignment unto the Assignee with full title guarantee all right, title and interest in the Trade Marks together with all

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goodwill associated with the use of the Trade Marks and the Assignor hereby consents to the name of the Assignee being entered on the Register of Trade Marks as the subsequent Proprietor of the said rights in the Trade Mark in the United States of America

2 this Assignment is governed by English law and the parties submit to the exclusive jurisdiction of the English courts for all purposes relating to this Assignment

SCHEDULE

MARK	REG/APP NO	CLASS
YELL	2194676	9,16,28,35,36,37,38,39,41,42
YELL.COM 3D MOVING IMAGE	76/029708	9,16,35,36,37,38,39,40,41,42
YELL.COM (WITH SQUARE DOT PREFIX)	76/107221	9,16,35,36,37,38,39,40,41,42
YELL.COM Device	76/107220	9,16,35,36,37,38,39,40,41,42
SQUARE DOT Device	76/028118	9,16,35,36,37,38,39,40,41,42

AS WITNESS the hands of the duly authorised representatives of the parties on the date which appears first on page 1

BRITISH TELECOMMUNICATIONS PUBLIC LIMITED COMPANY

YELL LIMITED

By: *Francesca I. M. Nwaecbe*
Full Name: FRANCESCA IFECHUKWUNYEM MARIANWAECBE
Position: Trade Marks Manager (Duly Authorised)

By: *Christopher Hugh Geoffrey Neale*
Full Name: CHRISTOPHER RUGH GEOFFREY NEALE
Position: Solicitor (Duly Authorised)