

09-24-2001

Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002) Tab settings



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

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

1. Name of conveying party(ies):

Hearst Communications, Inc.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Delaware 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: July 31, 2001

2. Name and address of receiving party(ies)

Name: Hearst-Argyle Stations, Inc.

Internal Address:

Street Address: 888 Seventh Ave.

City: New York State: NY Zip: 10019

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

75/143,444 75/819,901 75/914,531 76/040,414 76/040,413 76/110,047

B. Trademark Registration No.(s)

2,139,691 2,258,162

Additional number(s) attached Yes No

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

Name: Barry S. Agdern, Esq.

Internal Address: The Hearst Corporation

Street Address: 959 Eighth Ave

City: New York State: NY Zip: 10019

6. Total number of applications and registrations involved:

8

7. Total fee (37 CFR 3.41): \$240.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

(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.

Barry S. Agdern

Name of Person Signing

Signature: Barry S. Agdern

Date: 9/7/01

09/21/2001 LUMELLER 00000165 75143444

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

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

01 FC:481 02 FC:482

40.00 DP 175.00 DP

TRADEMARK

REEL: 002372 FRAME: 0131

Refund Def: 09/21/2001 LUMELLER 00000165

Refund Total: \$25.00 CHECK

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, Hearst Communications, Inc., a corporation organized and existing under the laws of the State of Delaware and doing business at 959 Eighth Avenue, New York, NY 10019, United States of America, has adopted and used the Trademark and Service Mark Registrations registered in the United States Patent and Trademark Office listed in Schedule "A" attached hereto; and

WHEREAS, Hearst Communications, Inc. owns the applications listed in Schedule "B" filed in the United States Patent and Trademark Office; and

WHEREAS, Hearst-Argyle Stations, Inc., a corporation organized and existing under the laws of the State of Nevada, doing business at 5 TV Place, Needham, Massachusetts, 02494, United States of America, wishes to acquire all of Hearst Communications, Inc.'s right, title and interest in and to the Trademarks and Service Marks listed in Schedule "A" and Schedule "B" together with the goodwill of the business symbolized by the Trademarks and Service Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hearst Communications, Inc. does hereby assign and transfer unto Hearst-Argyle Stations, Inc., its successors and assigns, all of Hearst Communications, Inc.'s right, title and interest in and to the Trademarks and Service Marks listed in Schedule "A" and Schedule "B" together with the goodwill of the business symbolized by the Trademarks and Service Marks.

Hearst Communications, Inc.


By: 

Title: Vice President

Dated: July 31, 2001

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 31st day of July, 2001 before me personally came J.E. Thackeray, to me known, who being by me duly sworn did depose and say; that he resides at 15 Bates Farm Lane, Darien, CT 06820, and that he is Vice President of Hearst Communications, Inc., the corporation described in and which executed the foregoing instrument.



Notary Public
MARILYN MCCARTHY
Notary Public, State of N. Y.
No. 01MC465255
Qualified in N. Y. County
Commission Expires October 31, 2001

Schedule A
TRADEMARKS AND SERVICE MARKS

U. S. A.

Principal Register

REGISTRATION NUMBER

2,139,691

2,258,162

REGISTERED TRADEMARKS

REBECCA'S GARDEN

REBECCA'S GARDEN

Schedule B
TRADEMARKS AND SERVICE MARKS

U. S. A.

<u>APPLICATION NUMBER</u>	<u>TRADEMARK APPLICATIONS</u>
75 / 143,444	REBECCA'S GARDEN
75 / 819,901	REBECCA'S GARDEN
75 / 914,531	REBECCA'S GARDEN
76 / 040,414	REBECCA'S GARDEN
76 / 040,413	REBECCA'S GARDEN
76 / 110,047	REBECCA'S GARDEN