

10-09-2001

FORM PTO-1594



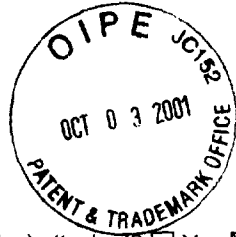
U.S. Department of Commerce  
Patent and Trademark Office  
Attorney Docket No. 07412.0027

101867147

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

1. Name(s) of conveying party(ies):  
New Fizz Corporation

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



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

3. Nature of conveyance:

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

103-01

Execution Date: June 19, 2001

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

Name: British Broadcasting Corporation

Address: Broadcasting House  
Portland Place,  
London W1A 1AA, England

- Individual(s) [Identify Country of citizenship]
- Association [Identify country/state]
- General Partnership [Identify country/state]
- Limited Partnership [Identify country/state]
- Corporation United Kingdom
- Other: [Identify type of entity and country/state]

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

(Designation 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 Number(s):

B. Trademark Registration Number(s):

2,344,087

Additional numbers attached?  Yes  No

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

Name: Lynn M. Jordan

Address: FINNEGAN, HENDERSON, FARABOW,  
GARRETT & DUNNER, L.L.P.  
1300 I Street, N.W.  
Washington, D.C. 20005-3515

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
- Authorized to be charged to deposit account only if fee is deficient

8. Deposit Account No.: 06-0916

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.

Lynn M. Jordan

Name of person signing

*Lynn M. Jordan*  
Signature

October 3, 2001

Date

10/09/2001 LMUELLER 00000043 2344087

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

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TRADEMARK  
REEL: 002379 FRAME: 0077

Attorney Docket: 07412.0027

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: British Broadcasting Corporation  
 Reg. Number: 2,344,087  
 Mark: DOG EAT DOG

ASSISTANT COMMISSIONER FOR TRADEMARKS  
 2900 Crystal Drive  
 Arlington, Virginia 22202-3513

ATTN: BOX POST REG NO FEE

**APPOINTMENT OF NEW ATTORNEY AND  
 DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant revokes all previous powers of attorney and appoints Mark S.

Sommers and Lynn M. Jordan, and each of the attorneys of Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P., all of 1300 I Street, N.W., Washington, D.C. 20005-3315, both jointly and separately as its attorneys with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this registration, and to receive notice or process in proceedings affecting the registration. Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P. is also hereby designated as the registrant's representative upon whom notice or process in proceedings affecting the mark may be served.

All correspondence relating to the registration should be directed to Lynn M. Jordan at the address identified above.

British Broadcasting Corporation

By: Name: NICHOLAS FOOTTitle: TRADEMARK LAWYER, CORPORATE LEGAL & INTELLECTUAL PROPERTY DEPT, BBCDate: 21st JUNE 2001

LAW OFFICES  
 FINNEGAN, HENDERSON,  
 FARABOW, GARRETT,  
 & DUNNER, L.L.P.  
 1300 I STREET, N. W.  
 WASHINGTON, DC 20005  
 202-462-4000

\*\* TOTAL PAGE.05 \*\*

TRADEMARK  
 REEL: 002379 FRAME: 0078

ASSIGNMENT

New Fizz Corporation, a New York corporation, located and doing business at 853 Broadway, New York, New York 10003 ("NFC"), owns Registration No. 2,344,087 for the mark DOG EAT DOG and all associated rights ("the Mark").

British Broadcasting Corporation, a United Kingdom corporation under royal charter, with a principal place of business at Broadcasting House, Portland Place, London W1A 1AA, England, desires to acquire any and all rights NFC holds in and to the Mark.

In consideration of good and valuable consideration, the receipt of which is acknowledged, NFC assigns to British Broadcasting Corporation all of NFC's right, title, and interest in and to the Mark including all worldwide and all common law rights; U.S. Trademark Registration No. 2,344,087; the goodwill symbolized by the Mark; and the right to sue third parties for and recover damages from past and future infringement, dilution, and other violations of the Mark.

Date: June 19, 2001

~~New Fizz Corporation~~

By: 

Name: ROBERT L. JACKSON

Title: President