



10-16-2001



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Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 3/31/2002) Tab settings

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):

Televisa International, LLC

Handwritten: 9-21-01

- 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: September 18, 2001

2. Name and address of receiving party(ies)

Name: Estrategia Televisa, S.A. de C.V.

Internal Address: Edificio A, Piso 4, Col. Zedec, Santa Fe

Street Address: Av. Vasco de Quiroga 2000

City: Obregon State: MX Zip: 01210

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

B. Trademark Registration No.(s)

SEE ATTACHED

Additional number(s) attached Yes No

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

Name: Norman P. Leventhal, Esq.

Internal Address: Suite 600

Street Address: 2000 K Street, N.W.

City: Washington State: DC Zip: 20006

6. Total number of applications and registrations involved: 6

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

- 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.

Janet Y. Shih Name of Person Signing

Handwritten signature: Janet Y. Shih

September 21, 2001 Date

Total number of pages including cover sheet, attachments, and document: 10

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

10/15/2001 DBYRNE 00000242 1658726 40.00 MW 125.00 OP

01 FC:481 02 FC:482

ATTACHMENT A

<u>Mark</u>	<u>Reg. No.</u>	<u>Class</u>
EL CANAL DE LAS ESTRELLAS	1,658,726	38
ECO	1,573,870	38
VIDEO ROMANCE DE LAS ESTRELLAS & Design	2,176,559	9
SPANISH INTERNATIONAL NETWORK	1,305,340	38
ECO	2,240,034	42
TELEHIT	1,987,501	41

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

Registrant: ESTRATEGIA TELEVISA)
S.A. DE C.V.)
Registration No.: 1,658,726)
Mark: EL CANAL DE LAS ESTRELLAS)

TO: Honorable Commissioner for Trademarks
Box: ASSIGNMENT/FEE
2900 Crystal Drive
Arlington, VA 22202-3513

POWER OF ATTORNEY AND DESIGNATION OF DOMESTIC REPRESENTATIVE

Registrant hereby appoints Norman P. Leventhal and Janet Y. Shih, members of the Bar of the District of Columbia and associated with the firm of Leventhal, Senter & Lerman P.L.L.C., 2000 K Street, N.W., Suite 600, Washington, D.C. 20006-1809, as its attorneys, with full power of substitution and revocation, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith and is hereby designated as Representatives upon whom notice or process in proceedings affecting the mark may be served.

Registrant requests that all correspondence in connection with this registration be directed to Norman P. Leventhal.

ESTRATEGIA TELEVISA S.A. DE C.V.

By:



JOAQUIN BALCARCEL
Legal Director

Date: September 19, 2001

146639

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

Registrant: ESTRATEGIA TELEVISIVA)
S.A. DE C.V.)
)
)
Registration No.: 1,573,870)
)
Mark: ECO)

TO: Honorable Commissioner for Trademarks
Box: ASSIGNMENT/FEE
2900 Crystal Drive
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ESTRATEGIA TELEVISIVA S.A. DE C.V.

By:


JOAQUIN BALCARCEL
Legal Director

Date: September 19, 2001

146659

UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

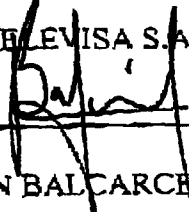
Registrant: ESTRATEGIA TELEVISA)
S.A. DE C.V.)
)
Registration No.: 1,305,340)
)
Mark: SPANISH INTERNATIONAL NETWORK)

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By: 
JOAQUIN BALCARCEL
Legal Director
Date: September 19, 2001

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UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

Registrant: ESTRATEGIA TELEVISA)
S.A. DE C.V.)
)
Registration No.: 2,240,034)
)
Mark: ECO)

TO: Honorable Commissioner for Trademarks
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ESTRATEGIA TELEVISA S.A. DE C.V.

By: _____

JOAQUIN BALCARCEL
Legal Director

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UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

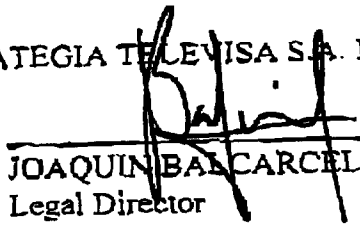
Registrant: ESTRATEGIA TELEVISA)
S.A. DE C.V.)
)
)
Registration No.: 1,987,501)
)
Mark: TELEHIT)

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ESTRATEGIA TELEVISA S.A. DE C.V.
By: 
JOAQUIN BALCARCEL
Legal Director
Date: September 19, 2001

ASSIGNMENT OF INTELLECTUAL PROPERTY

This ASSIGNMENT OF INTELLECTUAL PROPERTY, dated as of Sept. 18, 2001 2001, is entered into by and between Televisa International, LLC ("Televisa"), and Estrategia Televisa, S.A. de C.V. ("Estrategia"), a corporation of Mexico.

1. Televisa owns the rights to the trademarks listed in Schedule A (the "Marks") in the United States.
2. Accordingly, Televisa hereby assigns for good and valuable consideration and Estrategia hereby assumes all rights, title and interest in the Marks.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Intellectual Property to be executed and delivered effective as of the date first written above.

TELEVISA INTERNATIONAL, LLC

By: _____


JOAQUIN BALCARCEL
Attorney-in-Fact

ESTRATEGIA TELEVISA, S.A. de C.V.

By: _____


JOAQUIN BALCARCEL
Legal Director

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