

12-03-2001

U.S. Department of Commerce  
Patent and Trademark Office



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101906311

11-27-01

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

1. Name of conveying party(ies):  
Media Central LLC

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

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

2. Name and Address of receiving party(ies)  
Name: Media Central IP Corp.  
Address: 745 Fifth Avenue  
New York, New York 10151

\_\_\_ 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

3. Nature of conveyance:  
 Assignment    \_\_\_ Merger  
\_\_\_ Security Agreement                                      \_\_\_ Change of Name  
\_\_\_ Other \_\_\_\_\_

Execution Date: 11/1/01

4. Application number(s) or registration number(s): See Schedule Attached

A. Trademark Application No.(s)    B. Trademark Registration No.(s)

Additional numbers attached? \_\_\_ Yes \_\_\_ No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

11-27-2001  
U.S. Patent & TMO/ TM Mail Rcpt Dt. #11

6. Total number of applications and registrations involved:  
Three (3)

7. Total fee (37 CFR 3.41)..... \$ 90.00  
 Enclosed  
Any deficiency is authorized to be charged to  
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415  
(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.*

Lawrence Greene

Name of Person Signing    Signature

11 27 01  
Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

11/30/2001 LWELLER 00000151 76284783

01 FC:481    40.00 OP  
02 FC:482    50.00 OP

LWG/BEM/24418/00/495636.1

TRADEMARK  
REEL: 002401 FRAME: 0657

**EXHIBIT A**

<b>Mark</b>	<b>Application Number/ Date</b>	<b>Registration Number/ Date</b>	<b>Classes</b>
MEDIA BUYERS DAILY	76/284,783 7/13/01		16, 42
MEDIA PASS	76/287,281 7/18/01		36
MEDIA CENTRAL	75/976718 8/10/95	2,135,121 2/3/98	42

## TRADEMARK ASSIGNMENT

WHEREAS, Media Central LLC, a Delaware Limited Liability Company, with a place of business located at 745 Fifth Avenue, 22nd Floor, New York, New York 10151 ("Assignor"), had adopted, used and was the owner of certain trademarks, service marks and trade names, and registrations and applications therefor, set forth in Exhibit A (the "Marks"); and

WHEREAS, Media Central IP Corp., a Delaware corporation, having an address at 745 Fifth Avenue, New York, New York 10151 ("Assignee"), has heretofore acquired all rights, title and interest in and to said Marks with the good will of the business symbolized thereby;

WHEREAS, Assignee is a successor to the business of the Assignor, or portion thereof, to which the Marks pertain, and that business is existing and ongoing; and

WHEREAS, the aforesaid parties are desirous of confirming the acquisition of said Marks by Assignee as of November 1, 2001;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does confirm that it has assigned and hereby does assign, transfer, and convey unto Assignee, its successors and assigns, absolutely and forever, all rights, title and interest in and to the said Marks, whether statutory or at common law, together with the goodwill of the business symbolized by them throughout the world and such other trademarks, service marks, trade names and trade dress as may be owned by Assignor and used in conjunction with the Marks, and all registrations and pending applications therefor, in all countries throughout the world (collectively, "All Marks") and all patents, patent applications, copyrights and rights under copyright, whether statutory or at common law, related to the business conducted under All Marks ("Patents and Copyrights"), together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute such further papers and do such other acts as may be necessary and proper to vest full title in All Marks, Patents and Copyrights in the Assignee or which may be necessary to obtain, renew, issue or enforce All Marks, Patents and Copyrights.

Media Central LLC

By:  \_\_\_\_\_

Name: Christopher Fraser

Title: Vice President

D

# Cowan, Liebowitz & Latman, P.C.

LAW OFFICES

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11-27-2001

Lawrence W. Greene  
Direct (212) 790-9247  
lwg@cll.com

November 27, 2001

**VIA EXPRESS MAIL**

Assistant Commissioner for Trademarks  
Box Assignments  
2900 Crystal Drive  
Arlington, VA 22202-3513

Re: Recordation of Trademark Assignment  
from **Media Central LLC** to  
**Media Central IP Corp.**  
Our Reference No. 24418.00

Sir:

Enclosed is a Trademark Assignment, from Media Central LLC to Media Central IP Corp. Also enclosed is a Recordation Form Cover Sheet and our check in the amount of \$90.00 in payment of the required recordal fee.

Please record this document against the trademark applications and registrations listed on the attached schedule and return the Assignment document to us with the recording information.

If the enclosed check is insufficient and additional fees are required, please charge our Deposit Account No. 03-3415.

Kindly acknowledge receipt of this letter and its enclosures by stamping and returning the attached post card.

Very truly yours,

Lawrence W. Greene

Enclosures

LM

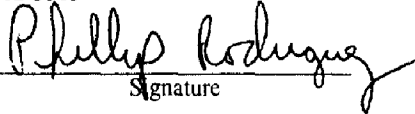
EXPRESS MAIL CERTIFICATE 37 C.F.R. 1.10

Date of Deposit November 27, 2001

Express Mail Label No. EL692984622US

I hereby certify that this paper is being deposited with the U.S. Postal Service as "Express Mail" to Addressee" under 37 C.F.R. 1.10, on the date indicated above and is addressed to BOX ASSIGNMENTS, Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513

Phillip Rodriguez  
Name of Person Mailing

  
Signature