

01-15-2002



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

101947284

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

Tab settings

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

1-15-02

1. Name of conveying party(ies):
dick clark productions, inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State **Delaware**

Other

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

2. Name and address of receiving party(ies)
Name: **Olive Enterprises, Inc.**
Internal
Address: **3003 West Olive Avenue**

Street Address: **3003 West Olive Avenue**
City: **Burbank** State: **CA** Zip: **91505-4590**

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State **Pennsylvania**
 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 **Nunc Pro Tunc**
Execution Date: **01/14/02** Date: **05/01/01**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

Additional number(s) attached Yes No

B. Trademark Registration No.(s)
2,444,879

Additional number(s) attached Yes No

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

Name **Christopher J. Chaudoir**

Internal Address
Pillsbury Winthrop LLP
Suite 2800

Street Address: **725 So. Figueroa Street**

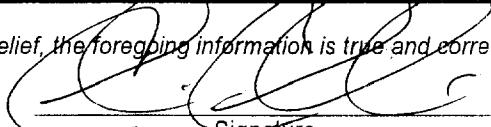
City: **L.A.** State: **CA** Zip: **90017**

6. Total number of applications and registrations involved: **1**
7. Total fee (37 CFR 3.41)..... **\$40**
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
16-1805

(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.
Christopher J. Chaudoir  **01/14/ 02**
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document:

01/15/2002 6TON11 00000266 2444879

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40.00 DP

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

TRADEMARK
REEL: 002423 FRAME: 0777

**TRADEMARK ASSIGNMENT
NUNC PRO TUNC**

WHEREAS dick clark productions, a Delaware corporation, located at 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignor"), has adopted, used and is using the trademark listed on Schedule A hereto for the listed goods and services in the United States (the "Mark") and is the owner of United States trademark registration therefor (the "Registration"); and

WHEREAS Olive Enterprises, Inc., a Pennsylvania corporation, 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignee"), is desirous of acquiring said Mark and Registration, along with the goodwill of the business symbolized by the Mark (the "Goodwill");

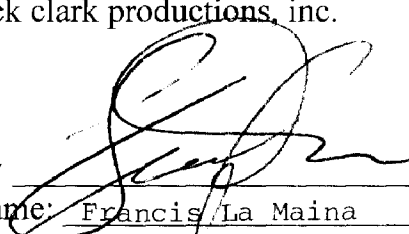
WHEREAS, Assignor and Assignee desire that this assignment reflect the true effective date of the transfer, nunc pro tunc, of May 1, 2001.

N O W, T H E R E F O R E, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby acknowledge that it has assigned unto Assignee all right, title and interest in and to the Mark in the United States, along with the Goodwill associated therewith, and the Registration (attached hereto as Schedule A and incorporated herein by reference), effective May 1, 2001.

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed in full in accordance with the laws of California.

Date: January 14, _____, 2002

dick clark productions, inc.

By 
Name: Francis La Maina
Title: President / COO

SCHEDULE A
TRADEMARK ASSIGNMENT

Assignor: dick clark productions, inc., a Delaware corporation

Assignee: Olive Enterprises, Inc., a Pennsylvania corporation

U.S. TRADEMARK REGISTRATION _____ REG. NO.

1. DICK CLARK 2,444,879