

02-04-2002

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



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

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Tab settings

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

1. Name of conveying party(ies):

Jack Loeks Theatres, Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other

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

2. Name and address of receiving party(ies)

Name: Jackson Entertainment, LLC

Internal Address: 1400 - 28th Street, S.W.

Street Address: 1400-28th Street, S.W. Grand Rapids

City: State: MI Zip: 49509

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Michigan, Other

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

3. Nature of conveyance:

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

Execution Date: November 16, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

78/074,968

B. Trademark Registration No.(s)

JAN 2 2002

Additional number(s) attached Yes No

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

Name: Barry C. Kane Miller, Johnson, Snell et al.

Internal Address: Post Office Box 306

Street Address: 250 Monroe Avenue, N.W. Suite 800

Grand Rapids MI Zip: 49501

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

8. Deposit account number:

50-0223

(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 C. Kane Name of Person Signing

Signature

Nov. 19, 2001 Date

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

02/01/2002 DDYRME 00000121 78047968 01 FC:481

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

**TRADEMARK ASSIGNMENT**

WHEREAS, **JACK LOEKS THEATRES, INC.**, a Michigan corporation having a place of business at 1400 - 28<sup>th</sup> Street, S.W., Grand Rapids, Michigan 49509, (hereafter referred to as "Assignor") has adopted, used, is using, and claims to be the owner of certain rights, title, and interest in and to the following unregistered service mark:

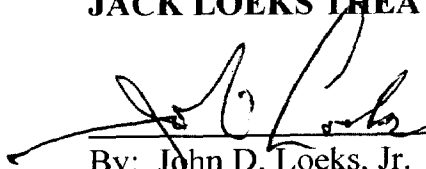
<u>Service Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
CELEBRATION	78/074,968	July 20, 2001

and other common law trademarks, service marks, and/or trade names which Assignor has used or adopted, or intended to use and adopt in connection with the business of JACK LOEKS THEATRES, INC. (hereinafter referred to as "Marks").

WHEREAS, **JACKSON ENTERTAINMENT, LLC**, ("Assignee"), a Michigan corporation, having a place of business at 1400 - 28<sup>th</sup> Street, S.W., Grand Rapids, Michigan 49509, is desirous of acquiring all the interest in and to such Marks owned by Assignor.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assigns to Assignee all right, title, and interest in and to said Marks, together with the goodwill of the business symbolized by said Marks and registrations thereof, including the right to enforce such Marks and file suit for past infringement thereof.

**JACK LOEKS THEATRES, INC.**

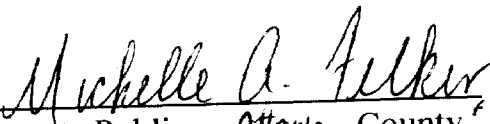
  
 By: John D. Loeks, Jr.  
 Its: President

State of Michigan                    )  
   )  
 County of Kent                    )           ss.

On this 16<sup>th</sup> day of November, 2001, personally appeared before me, a notary public in and for the County of Kent, State of Michigan, the above-named **John D. Loeks, Jr.**, who acknowledged that he executed the foregoing instrument and that the same is true to the best of his knowledge, information and belief.

SEAL

MICHELLE A. FELKER  
 NOTARY PUBLIC - OTTAWA COUNTY, MI  
 ACTING IN Kent CO., MI  
 MY COMMISSION EXP. 02/07/2002

  
 Notary Public, Ottawa County, Michigan  
 My commission expires: 2/7/2002  
 Acting in Kent County