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FINANCE SECTION RECORDS TRADE



102037595

DEPARTMENT OF COMMERCE 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):

3-14-02

dick clark productions, inc.

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

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

3. Nature of conveyance:

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

Execution Date: **March 11, 2002**

2. Name and address of receiving party(ies)

Name: **Olive Enterprises, Inc.**

Internal

Address: _____

Street Address: **3003 West Olive Avenue**

City: **Burbank** State: **CA** Zip: **91505**

- 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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) **2522929**

Additional number(s) attached Yes No

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

Name: **Richard H. Zaitlen, Esq.**

Internal Address: **Suite 2800**

Street Address: **725 South Figueroa Street**

City: **LA** State: **CA** Zip: **90017**

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:

16-1805

DO NOT USE THIS SPACE

9. Signature.

Christopher J. Chaudoir

Name of Person Signing

Signature

3/13/02
Date

03/29/2002 BYRNE 00000155 2522929

Total number of pages including cover sheet, attachments, and document: **3**

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40.00 UP

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

TRADEMARK ASSIGNMENT

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

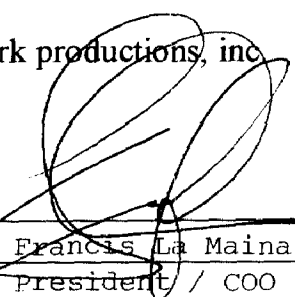
WHEREAS Olive Enterprises, Inc., a Pennsylvania corporation, located at 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignee"), is desirous of acquiring said Marks and Registration, along with the goodwill of the business symbolized by the Marks (the "Goodwill");

N O W, T H E R E F O R E, for good and valuable consideration, the receipt and sufficiency of which is 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).

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

Date: March 11, 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. THE SOUNDTRACK OF YOUR LIFE

2,522,929