

04-19-2002



Form PTO-1594
(Rev. 03/01)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102061593

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

1. Name of conveying party(ies):

News America Incorporated

4-2-02

- 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: April 1, 2002

2. Name and address of receiving party(ies)

Name: News America Marketing Properties, Inc.

Internal Address: _____

Address: _____

Street Address: 303 E. Wacker Drive

City: Chicago State: IL Zip: 60601

- 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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 2,312,704

Additional number(s) attached Yes No

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

Name: Michelle V. Francis

Internal Address: News America Incorporated

Street Address: 1211 Avenue of the Americas,

4th Floor

City: New York State: NY Zip: 10036

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:

140789

DO NOT USE THIS SPACE

9. Signature.

04/16/2002 LABELLER 00000229 140789 2312704

40.00 CH

Michelle V. Francis

Name of Person Signing

Signature

April 1, 2002

Date

4

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

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

ET 947466347 US

TRADEMARK
REEL: 002486 FRAME: 0929

TRADEMARK ASSIGNMENT

WHEREAS, News America Incorporated, a Delaware corporation having a place of business at 1211 Avenue of the Americas, New York, New York 10036 ("Assignor"), is the owner of all right, title and interest in and to the trademark, service mark, logo and trade name set forth on Exhibit A attached hereto (collectively, the "Mark"), including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby; and

WHEREAS, News America Marketing Properties, Inc., a Delaware corporation having a place of business at 303 E. Wacker Drive, Chicago, Illinois 60601 ("Assignee"), desires to acquire, and Assignor desires to transfer, convey, assign and set over, all right, title and interest in and to the Mark, including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably transfers, conveys, assigns and sets over to Assignee all right, title and interest in and to the Mark, including, without limitation, all registrations and applications pertaining thereto, the goodwill represented thereby and all causes of action arising out of or relating to the ownership, use and/or exploitation of the Mark.

NEWS AMERICA INCORPORATED

By: Michelle V. Francis

Name: Michelle V. Francis
Title: Vice President

Dated: April 1, 2002

ACKNOWLEDGMENT

STATE OF)
) ss.:
COUNTY OF)

On this 1st day of April, 2002, before me came Michelle Francis, personally know to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the foregoing instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

(SEAL)

Donna J. Voss
Notary's Signature

DONNA J. VOSS
NOTARY PUBLIC, State of New York
No. 01V05059161
Qualified in Westchester County
Certificate Filed in New York County
Commission Expires April 22, 2002

EXHIBIT A

Trademark

Registration No.

NEWS AMERICA MARKETING

2,312,704