

05-28-2002



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

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U.S. DEPARTMENT OF COMMERCE U.S. 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): 5-21-02 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

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

Execution Date: May 16, 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) 2,540,420

Additional number(s) attached Yes No

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

Internal Address: Suite 2800

Pillsbury Winthrop LLP

Street Address: 725 So. Figueroa Street

City: LA State: CA Zip: 90017

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40,000

- 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 Name of Person Signing

Signature

5/20/02 Date

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

05/28/2002 DBYRNE 00000000 2540420 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 REEL: 002513 FRAME: 0675

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

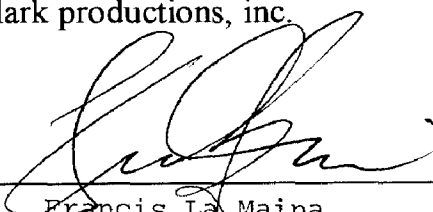
WHEREAS Olive Enterprises, Inc., a Pennsylvania corporation, located at 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignee"), is desirous of acquiring said Marks and Registration, along with the goodwill of the business symbolized by the Marks (the "Goodwill");

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: May 16, 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. AMERICA'S OLDEST LIVING TEENAGER

2,540,420