

07-25-2002



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

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):

News America Incorporated 7-17-02

- Individual(s) Association General Partnership Limited Partnership Corporation-State 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:

2. Name and address of receiving party(ies)

Name: News America Marketing Properties, Inc.

Internal 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) 2343473

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

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

140789

DO NOT USE THIS SPACE

9. Signature.

Michelle V. Francis Name of Person Signing

[Signature] Signature

7-17-02 Date

Total number of pages including cover sheet, attachments, and document: 4

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

07/25/2002 GTOM11 00000014 140789 2343473

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TRADEMARK REEL: 002549 FRAME: 0964

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: 

Name: Michelle V. Francis

Title: Vice President

Dated: 7.17.02

ACKNOWLEDGMENT

STATE OF)
) ss.:
COUNTY OF)

On this ___ day of _____, 2002, before me came _____, 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)

Notary's Signature

EXHIBIT A

Trademark

Registration No.

NEWS AMERICA MARKETING ON CALL

2,343,473