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RE



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

102173412

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

1. Name of conveying party(ies):

The Columbia House Company

06/27/02

- 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: Sony Music Entertainment Inc.

Internal

Address:

Street Address: 550 Madison Avenue

City: New York State: NY Zip: 10022

- 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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: June 21, 2002

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

A. Trademark Application No.(s) 75/461278

B. Trademark Registration No.(s) 2339787 and 2449533

Additional number(s) attached Yes No

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

Name: Karen Artz Ash, Esq.

Internal Address: Katten Muchin Zavis Rosenman

Street Address: 575 Madison Avenue

City: New York State: NY Zip: 10022

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$ 90.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

50-1290

DO NOT USE THIS SPACE

9. Signature.

Karen Artz Ash, Esq. Name of Person Signing

Signature

June 26, 2002 Date

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

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

07/30/2002 TDIAZ1 00000207 501290 75461278

01 FC:401 40.00 CH 02 FC:402 50.00 CH

TRADEMARK REEL: 002552 FRAME: 0330

TRADEMARK ASSIGNMENT

This Assignment is made this 26<sup>th</sup> day of June, 2002, by The Columbia House Company, a New York general partnership ("Assignor"), to Sony Music Entertainment Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted and used the mark PLAY FROM COLUMBIA HOUSE (the "Mark") in connection with various goods and services, including as identified in U.S. Registration Nos. 2,339,787 and 2,449,533 (collectively, the "Registrations") in the United States Patent and Trademark Office ("USPTO"), which Registrations are owned by Assignor;

WHEREAS, Assignor is the owner of U.S. Application Serial No. 75/461,278 (the "Application") in the USPTO;

WHEREAS, Assignee desires to acquire from Assignor, and Assignor desires to grant to Assignee, all of Assignor's right, title and interest in and to the Mark, including any and all trademark registrations and registration applications relating thereto, together with the goodwill of Assignor connected with the use of, and symbolized by, the Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

Assignor hereby grants, conveys, assigns and transfers to Assignee, by execution hereof, any and all of Assignor's right, title and interest in and to the Mark, together with the goodwill of Assignor symbolized by same and connected with the use thereof, the right to sue and recover for past infringements thereof and the right and interest in and to any and all proceeds therefrom, and any and all trademark registrations and registration applications relating thereto, including without limitation the Registrations and the Application, as well as all rights of renewal and extension of the Registrations.

THE COLUMBIA HOUSE COMPANY

By: Andrea Hirsch

Name: Andrea Hirsch

Title: Senior V.P. Business Affairs, General Counsel

STATE OF NEW YORK )  
 ) SS  
COUNTY OF NEW YORK )

On this 20<sup>th</sup> day of June 2002, before me appeared Andrea Hirsch, the person who signed this instrument, who acknowledged that (s)he signed it as a free act on behalf of The Columbia House Company with authority to do so.

Cassandra L. Porsch  
Notary Public

CASSANDRA L. PORSCHE  
NOTARY PUBLIC, State of New York  
No. 01PO6061837  
Qualified in New York County  
Commission Expires July 23, 2005

CASSANDRA L. PORSCHE  
NOTARY PUBLIC, State of New York  
No. 01PO6061837  
Qualified in New York County  
Commission Expires July 23, 2005