

10-31-2002

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):

Bravo Company

- 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: American Movie Classics Company

Internal Address:

Street Address: 200 Jericho Quadrangle

City: Jericho State: NY Zip: 11753

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State 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: 10/16/2002

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

A. Trademark Application No.(s) 78/144,170

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: Maren Coburn

Internal Address: c/o Morgan & Finnegan, LLP

Street Address: 345 Park Avenue

City: NY State: NY Zip: 10154

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:

DO NOT USE THIS SPACE

9. Signature.

Maren Coburn

Signature

October 21, 2002

Name of Person Signing

Date

3

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

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TRADEMARK REEL: 002608 FRAME: 0284

TRADEMARK ASSIGNMENT

WHEREAS, BRAVO COMPANY, a partnership duly organized and existing under the laws of the State of Delaware composed of Bravo Holding Corporation, a Delaware corporation and Bravo II Holding Corporation, a Delaware corporation, having a business address at 200 Jericho Quadrangle, Jericho, New York 11753 (hereinafter "Assignor"), is the owner of a service mark application for RAINBOW CELEBRATES WOMEN AND FILM (SN 78/144,170); and

WHEREAS, American Movie Classics Company, a partnership duly organized and existing under the laws of the State of New York composed of American Movie Classic Holdings Corp., a New York corporation and AMC II Holding Corp., a Delaware corporation having a business address at 200 Jericho Quadrangle, Jericho, New York 11753, (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the application therefor, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

WHEREAS, Assignee is a successor to a portion of Assignor's business to which the mark pertains, which business is ongoing and existing;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign, unto Assignee all right, title and interest in and to the said mark and the application therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark;

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to

vest all of Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

BRAVO COMPANY

Dated: 10-16-02

By: Kathleen Dore

Title: President

Name: Kathleen Dore