



To the Honorable Commissioner of F

102329810

Attached original documents or copy thereof.

1. Name(s) of conveying party(ies):  
Estrategia Televisa, S.A. de C.V.

Individual(s)  
 Association  
 Limited Partnership  
 Corporation  
 General Partnership  
 Other:

Additional name(s) of conveying party(ies) attached?  Yes  No

12-13-02

2. Name(s) and address(es) of receiving party(ies):

Name: Televisa Mexico, S.A. de C.V.

Address: Av. Vasco de Quiroga 2000  
Edificio A, Piso 4, Colonia Zedec Santa Fe  
Delegacion Alvara Obregon  
Mexico, DF 01210

Individual(s) [Identify Country of citizenship]  
 Association [Identify country/state]  
 General Partnership [Identify country/state]  
 Limited Partnership [Identify country/state]  
 Corporation - Mexico  
 Other: [Identify type of entity and country/state]

If assignee is not domiciled in the United States, a domestic representative is attached:  Yes  No

(Designation 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: Spin-off

Execution Date: November 1, 2001

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

A. Trademark Application Number(s):

Additional numbers attached?  Yes  No

B. Trademark Registration Number(s):

1,987,501

Yes  No

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

Name: Louis J. Levy

Address: LEVENTHAL, SENTER & LERMAN, P.L.L.C.  
2000 K Street, N.W., Suite 600  
Washington, D.C. 20006-1809

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  
 Authorized to be charged to deposit account only if fee is deficient

8. Deposit Account No.: \_\_\_\_\_

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.*

Louis J. Levy  
Name of person signing

Signature

December 12, 2002  
Date

01/06/2003 LNUELLER 00000257 1987501

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40.00 DP

Total number of pages including cover sheet, attachments and documents: 1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Televisa Mexico, S.A. de C.V.  
Reg. Number: 1,987,501  
Issue Date: July 16, 1996  
Mark: TELEHIT

ASSISTANT COMMISSIONER FOR TRADEMARKS  
2900 Crystal Drive  
Arlington, Virginia 22202-3513

ATTN: BOX POST REG NO FEE

**DESIGNATION OF DOMESTIC REPRESENTATIVE**

Leventhal, Senter & Lerman P.L.L.C., having a postal address at 2000 K Street, N.W., Suite 600 Washington, D.C. 20006-1809, is hereby designated as the registrant's representative upon whom notice or process in proceedings affecting the mark may be served.

By:  \_\_\_\_\_

Name: Maria Azucena Dominguez Cobian

Title: Attorney-in-Fact, Grupo Televisa, S.A.

Date: December 2, 2002

**STATEMENT PURSUANT TO 37 C.F.R § 3.25(a)(4) REGARDING ASSIGNMENT OF  
TRADEMARKS FROM ESTRATEGIA TELEVISA, S.A. DE C.V. TO  
TELEVISA MEXICO, S.A. de C.V.**

I, Maria Azucena Dominguez Cobian, am the attorney-in-fact for Grupo Televisa, S.A., corporate parent of Estrategia Televisa, S.A de C.V. (a Mexican Corporation, now dissolved) and Televisa Mexico, S.A. de C.V., (a Mexican corporation, now dissolved), and also served as attorney-in-fact with full Power of Attorney for Estrategia Televisa, S.A. de C.V. and Televisa Mexico, S.A. de C.V. during their existence.

In this capacity, I have personal knowledge of the following transaction.

On November 1, 2001, the trademarks identified in Exhibit I became the property of Televisa Mexico, S.A. de C.V., as a result of a merger between Televisa Mexico, S.A. de C.V. and Estrategia Televisa, S.A. de C.V.

All of the above is true and correct to the best of my knowledge

By: \_\_\_\_\_

Name: Maria Azucena Dominguez  
Cobian

Title: Attorney-in-Fact, Grupo  
Televisa, S.A.

Date: December 2, 2002

EXHIBIT I

MARK

REG. NO.

REG. DATE

TELEHIT

1,987,501

July 16, 1996



LEVENTHAL SENTER & LERMAN PLLC

December 12, 2002

LOUIS J. LEVY  
(202) 416-6748

E-MAIL  
LLEVY@LSL-LAW.COM

U.S. Patent and Trademark Office  
Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

ATTN: Assignments Branch

**Re: Assignment of Trademark**  
**Trademark: TELEHIT Reg. No. 1,987,501**  
**Registration Date: July 16, 1996**

TRADEMARK FEE PROCESS  
RECEIVED  
2002 DEC 13 P 4:53  
U.S. PATENT &  
TRADEMARK OFFICE

Dear Sirs:

Enclosed please find documentation to record that Televisa, S.A. de C.V. is now the current owner of the trademark TELEHIT identified in registration no. 1,987,501.

Please be advised that Televisa, S.A. de C.V.'s ownership mark is the result of three transactions, as follows:

1. On November 1, 2001, the current registrant, Estrategia Televisa, S.A. de C.V. was merged into Televisa Mexico, S.A. de C.V. Ownership of the above-referenced trademark was thus transferred to Televisa Mexico, S.A. de C.V. as a result of this merger.
2. On November 2, 2001, ownership of the mark was transferred to Operadora Serpel, S.A. de C.V., as a result of this spinoff of Operadora Serpel, S.A. de C.V. from Televisa Mexico, S.A. de C.V.
3. On November 29, 2001, the mark became the property of Televisa, S.A. de C.V. as a result of the merger of Operadora Serpel, S.A. de C.V. into Televisa, S.A. de C.V.

These transactions are attested to in the enclosed statements prepared in accordance with 37 C.F.R. §3.25(c)(4).

In addition, we enclose three (3) Recordation Form Cover Sheets (one for each statement referred to in the previous paragraph) and three (3) checks for \$40.00 each.