

Form PTO-1594  
(Rev. 10/02)  
OMB No. 0651-0027 (exp. 6/30/2005)

RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**

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

Tab settings ⇌ ⇌ ⇌ ▼ ▼ ▼ ▼ ▼ ▼

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

1. Name of conveying party(ies):

General Media International, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: 02/05/1996

2. Name and address of receiving party(ies)

Name: General Media Communications, Inc.

Internal Address: \_\_\_\_\_

Street Address: 11 Penn Plaza

City: New York State: NY Zip: 10001

- 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

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

A. Trademark Application No.(s) \_\_\_\_\_

B. Trademark Registration No.(s) 1128612,  
1282978, 1284027 & 1289736

Additional number(s) attached  Yes  No

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

Name: General Media Communications, Inc.

Internal Address: \_\_\_\_\_

Street Address: 11 Penn Plaza

City: New York State: NY Zip: 10001

6. Total number of applications and registrations involved: \_\_\_\_\_

4

7. Total fee (37 CFR 3.41).....\$ 115.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

070899

DO NOT USE THIS SPACE

9. Signature.

W. Bernard Reed  
Name of Person Signing

  
Signature

05/30/2003  
Date

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

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

## ASSIGNMENT AGREEMENT

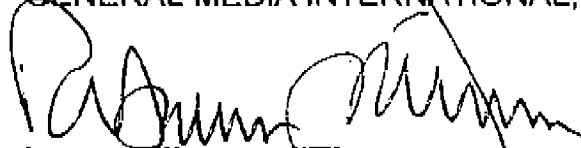
THIS ASSIGNMENT is made the 5<sup>th</sup> day of February, 1996 between General Media International, Inc., a corporation organized under the laws of the State of New York with its principal place of business located at 277 Park Avenue, New York, New York 10172, General Media, Inc., a corporation organized under the laws of the State of Delaware with its principal place of business located at 277 Park Avenue, New York, New York 10172 (hereinafter collectively referred to as the "Assignor") and General Media Communications, Inc., a corporation organized under the laws of the State of New York with its principal place of business located at 277 Park Avenue, New York, New York 10172 (hereinafter the "Assignee").

WHEREAS, the Assignor has adopted and used in the United States the registered trademarks listed in the Schedule annexed hereto, or in the alternative, has a bona fide intention to use the pending trademarks in commerce listed in the "Schedule A" annexed hereto and is the owner of the registrations and the applicant for the pending applications thereof shown in the said Schedule A; and,

WHEREAS, the Assignee wishes to acquire all of Assignor's rights in and to the registered and pending Trademarks and the good will associated therewith.

NOW THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor hereby assigns, transfers and conveys to the Assignee all rights, title and interest in and to the Trademarks and the registrations and the pending applications thereof together with the good will of the business which is symbolized by the Trademarks and with the right to recover for damages and profits and all other remedies for past infringements thereof.

GENERAL MEDIA INTERNATIONAL, INC.



By:  
Name:  
Title:

Patrick J. Gavin  
Executive Vice-President - Operations  
Chief Financial Officer

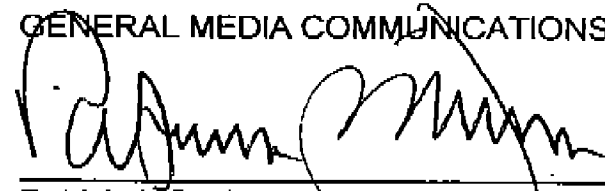
GENERAL MEDIA, INC.



By:  
Name:  
Title:

Patrick J. Gavin  
Executive Vice-President - Operations  
Chief Financial Officer

GENERAL MEDIA COMMUNICATIONS, INC.



By:  
Name:  
Title:

Patrick J. Gavin  
Executive Vice-President - Operations  
Chief Financial Officer

Dated: February 5<sup>th</sup>, 1996

**THE SCHEDULE**

| <u>Trademark</u>           | <u>Trademark Reg./ApIn. Ser. No.</u> | <u>Reg./ApIn. Date</u> |
|----------------------------|--------------------------------------|------------------------|
| <b>PET OF THE MONTH</b>    | 1,128,612                            | 01/01/80               |
| <b>PENTHOUSE</b>           | 1,282,978                            | 06/26/84               |
| <b>THREE KEY LOGO</b>      | 1,284,027                            | 07/03/84               |
| <b>PENTHOUSE PETS</b>      | 1,289,736                            | 08/14/84               |
| <b>THREE KEY LOGO</b>      | 1,323,231                            | 03/05/85               |
| <b>ONE KEY LOGO</b>        | 1,323,232                            | 03/05/85               |
| <b>BALLONHEADS DESIGN</b>  | 1,367,529                            | 10/29/85               |
| <b>PENTHOUSE LETTERS</b>   | 1,367,554                            | 10/29/85               |
| <b>PENTHOUSE</b>           | 1,430,050                            | 02/24/87               |
| <b>PENTHOUSE</b>           | 1,515,321                            | 12/06/88               |
| <b>PENTHOUSE ON-LINE</b>   | 1,862,012                            | 11/08/94               |
| <b>WOMAN/ONE KEY LOGO</b>  | 1,874,834                            | 01/17/95               |
| <b>PENTHOUSE INTIMATES</b> |                                      |                        |
| <b>INTERNATIONAL</b>       | 1,936,657                            | 11/21/95               |
| <b>PENTHOUSE</b>           | 1,941,000                            | 12/12/95               |
| <b>THREE KEY LOGO</b>      | 1,943,965                            | 12/26/95               |
| <br>                       |                                      |                        |
| <b>GYM-IN-THE-BOX</b>      | 74/516,897                           | 04/25/94               |
| <b>PENTHOUSE INTIMATES</b> |                                      |                        |
| <b>INTERNATIONAL</b>       |                                      |                        |
| <b>and Design</b>          | 74/686,340                           | 06/09/95               |

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

Be it remembered that on the 5<sup>th</sup> day of February 1996, before me, the subscriber, a Notary Public of the State of New York, personally appeared Patrick J. Gavin, who, I am satisfied, is the Executive Vice-President of Operations/Chief Financial Officer of General Media International, Inc., General Media, Inc. and General Media Communications, Inc., and who as such officer signed the foregoing instrument and acknowledged that said instrument was made under the authority of the said corporations.

Signed, sealed and delivered before me this 5<sup>th</sup> day of February 1996.

*Marilyn Peck Francescon*  
Notary Public

MARILYN PECK FRANCESCON  
NOTARY PUBLIC, State of New York  
No. 31-4799303  
Qualified in New York County  
Commission Expires August 31, 1997