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Form PTO-1594 (Rev. 10/02) 2-14-03 REC T



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

Tab settings

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

1. Name of conveying party(ies):

Televisa, S.A. de C.V.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other Corporation (Mexico)

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

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date: 12/17/01

2. Name and address of receiving party(ies)

Name: Videoserpel, Ltd.

Internal Address:

Address:

Street Address: Baarerstrasse 135

City: Zug State: Zip: CH-6301

- Individual(s) citizenship, Association, General Partnership, Limited Partnership Switzerland, 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) 76/315,875

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: Louis J. Levy

Internal Address:

Leventhal, Senter & Lerman PLLC

Street Address: 2000 K St., N.W., Suite 600

City: Washington State: DC Zip: 20006-1809

6. Total number of applications and registrations involved:

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.

03/04/2003 DBYRNE 00000133 76315875

01 FC:8521

Louis J. Levy

Name of Person Signing

40.00 OP

Signature

February 13, 2003

Date

5

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

TRADEMARK REEL: 002683 FRAME: 0845

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Videoserpel Ltd.
Serial Number: 76/315,875
Filing Date: September 21, 2001
Mark: G CINEMA GOLDEN CHOICE & Design

Examining Atty: Ty Murray, Esq.
Law Office: 104

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

ATTN: BOX NO FEE

**APPOINTMENT OF NEW ATTORNEY AND
DESIGNATION OF DOMESTIC REPRESENTATIVE**

Applicant revokes all previous powers of attorney and appoints Norman P. Leventhal and Louis J. Levy, and each of the attorneys of Leventhal, Senter & Lerman P.L.L.C., 2000 K Street, N.W., Suite 600, Washington, D.C. 20006-1089, both jointly and separately as its attorneys with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this application, to receive notice or process in proceedings affecting this application or resulting registration, and to receive the certificate of registration.

Serial No. 76/315,875

Leventhal, Senter & Lerman P.L.L.C. is also hereby designated as the applicant's representative upon whom notice or process in proceedings affecting the mark may be served.

All correspondence relating to the application should be directed to Louis J. Levy at the address identified above.

By:  _____

Name: Dr. Willi Dietschi

Title: sole member of the board

Date: January 21, 2003

ASSIGNMENT

Televisa, S.A. de C.V., a Mexican corporation with its principal place of business at Av. Vasco de Quiroga 2000, Edificio A, Piso 4, Colonia Zedec Santa Fe, Delegacion Alvaro Obregon, Mexico DF 01210, Mexico ("Assignor"), is the owner of the mark identified in Exhibit A and of the U.S. trademark application therefor ("the Trademark").

On approximately December 17, 2001, Videoserpel, Ltd., a Swiss corporation with its principal place of business at Baarerstrasse 135, CH-6301, Zug, Switzerland ("Assignee"), acquired the Trademark from Assignor. Assignee is the owner in fact of the Trademark and the parties desire to reflect this fact in the records of the U.S. Patent and Trademark Office.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns nunc pro tunc as of December 17, 2001 to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

The Commissioner is requested to issue the certificate of registration to Assignee.

TELEVISA S.A. de C.V.

By:

Name:  Joaquin Balcarcel Santacruz

Title: Attorney-in-Fact

Date: January 20, 2003.

EXHIBIT A

MARK

SERIAL NO..

FIULING. DATE

G CINEMA GOLDEN
CHOICE & Design

76/315,875

September 21, 2001