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102463658

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):
Asia System Media, Inc.

- Individual(s)
- General Partnership
- Corporation-State California
- 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: 4/25/03

2. Name and address of receiving party(ies)

Name: Chinese Yellow Pages, Inc.

Internal

Address: _____

Street Address: 9550 Flair Drive, #200

City: El Monte State: CA Zip: 91731

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State California
- 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) _____

2032438

Additional number(s) attached Yes No

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

Name: James E. Griffith, Esq.

Internal Address: McDermott, Will & Emery

Street Address: 227 West Monroe Street
Suite 4400

City: Chicago State: IL Zip: 60606-5096

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:

13-0206

DO NOT USE THIS SPACE

9. Signature.

James E. Griffith, Esq.

Name of Person Signing

Signature

5/1/2003

Date

Total number of pages including cover sheet, attachments, and document: 7

06/03/2003 TDIAZ1 0000130 130206 2032438
01 FC:8521 40.00 CH

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

TRADEMARK
REEL: 002744 FRAME: 0766

ASSIGNMENT OF TRADEMARKS

WHEREAS, Asia System Media, Inc. ("Assignor"), a corporation organized and existing under the laws of the State of California, having its principal place of business at 606 Monterey Pass Road, Suite 202, Monterey Park, California 91754, is using certain trademarks in conjunction with its telephone directories business that include the elements "CHINESE YELLOW PAGES" in English and/or in Chinese characters, including but not limited to the trademark and registration thereof set forth in Schedule A attached hereto;

WHEREAS, Chinese Yellow Pages, Inc. ("Assignee"), a corporation organized and existing under the laws of the State of California, having its principal place of business at 9550 Flair Drive, No. 200, El Monte, California 91731, is desirous of acquiring the entire right, title, and interest in and to said trademarks, including the right to bring actions for infringement of said trademarks occurring prior to the date of this Assignment;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for valuable and legally sufficient consideration, the receipt and legal sufficiency of which are hereby acknowledged by the Assignor, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the Assignee, the Assignor's entire right, title, and interest in and to the trademarks used in conjunction with the Assignor's telephone directories business which include the elements "CHINESE YELLOW PAGES" in any language, including but not limited to the trademark and registration thereof identified in Schedule A attached to this Assignment. Assignor has also sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the Assignee the right to bring actions for infringements of said trademarks occurring prior to the date of this Assignment and that part of the goodwill of the Assignor's business connected with and symbolized by said trademarks.

IN TESTIMONY WHEREOF, Assignor has caused this Assignment to be executed by its authorized representative, effective *nunc pro tunc* the 20th day of September 2000.

Asia System Media, Inc.

By: [Signature]
Its: PRESIDENT

Date: April 25, 2003

CERTIFICATE OF MAILING
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class in an envelope addressed to: Assistant Commissioner for Trademarks, 2000 Crystal Drive, Washington, DC 20002-3513 and
Postmark: 5/11/03
Signature: [Signature]
Date of Signature: 5/11/03

Schedule A

華商年鑑
CHINESE YELLOW PAGES

United States Registration Number 2,032,438