

07-08-2003



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

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

102491021

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

1. Name of conveying party(ies):

dick clark productions, Inc.

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State - Delaware
- Other _____

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

3. Nature of conveyance:

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

Execution Date: _____

2. Name and address of receiving party(ies)

Name: Olive Enterprises, Inc.

Internal Address: 3003 W. Olive Avenue

Street Address: _____

City: Burbank State: CA Zip: 91505

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Pennsylvania
- 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) 2,700

Additional number(s) attached Yes No

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

Name: Anthony S. Cannatella

Internal Address: _____

Street Address: 600 Madison Avenue

City: New YORK State: NY Zip: 10022

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:

50-03-81

(Attach duplicate copy of this page if paying by deposit account)

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.

Anthony S. Cannatella

Name of Person Signing

Signature

7/1/03

Date

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

07/07/2003 ECOOPER 00000117 2700674

01 FC:8521

40.00 DP

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

TRADEMARK
REEL: 002772 FRAME: 0335

OFFICE OF PUBLIC RECORDS
2003 JUL - 1 11 34 02
FINANCE SECTION

TRADEMARK ASSIGNMENT

WHEREAS, dick clark productions, Inc., a Delaware corporation, located at 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignor"), has adopted, used and is using the trademark listed on Schedule A attached hereto for the listed goods and services in the United States (the "Mark") and is the owner of the United States trademark registration therefore (the "Registration"); and

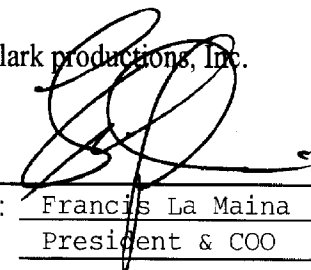
WHEREAS, Olive Enterprises, Inc., a Pennsylvania corporation, located at 3003 West Olive Avenue, Burbank, California 91505-4590 ("Assignee"), is desirous of acquiring said mark and Registration, along with the goodwill of the business symbolized by the Mark (the "Goodwill");

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby acknowledged that it has assigned unto Assignee all right, title and interest in and to the Mark in the United States, along with the Goodwill associated therewith, and the Registration (attached hereto as Schedule A and incorporated herein by reference).

IN WITNESS WHEREOF, Assignor has caused this assignment to be executed in full in accordance with the laws of California.

Date: June 17, 2003

dick clark productions, Inc.


By: _____
Name: Francis La Maina
Title: President & COO

SCHEDULE A

TRADEMARK ASSIGNMENT

ASSIGNOR: dick clark productions, Inc., a Delaware Corporation

ASSIGNEE: Olive Enterprises, Inc, a Pennsylvania Corporation

U.S. TRADEMARK REGISTRATION	REGISTRATION NO.
America's Oldest Living Teenager	2,700,674