

U.S. Department of Commerce  
U.S. Patent and Trademark Office

**Document ID No. 700074936**

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

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

**1. Name of conveying party(ies):**

Essex Entertainment, Inc.

- Individual(s)
- General Partnership
- Corporation-State New Jersey
- Other

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

**2. Name and Address of receiving party(ies)**

Name: BMG Direct Marketing, Inc.

Address: 1540 Broadway  
New York, New York 10036

**3. Nature of conveyance:**

- Assignment
- Security Agreement
- Merger
- Change of Name

Other: Corrective Assignment to correct name of Assignee  
previously recorded at Reel/Frame: 1640/0685

Execution Date: September 22, 1997

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State of New York

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 Nos.

Reg. No. 2116019 and Reg. No. 2116020

Additional numbers attached?  Yes  No

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

Mary L. Kevlin, Esq.  
Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

**6. Total number of applications and registrations involved: 2**

**7. Total fee (37 CFR 3.41)..... \$ 65.00**

Enclosed

Any deficiency is authorized to be charged to  
Deposit Account No. 03-3415.


**8. Deposit Account No. 03-3415**

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

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**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.*

  
\_\_\_\_\_  
Mary L. Kevlin

Signature

Date April 8, 2004

Total number of pages including cover sheet, attachments, and document: 8

Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademarks Office, P.O. Box 1450, Alexandria, VA 22313-1450

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BNA's PATENT TRADEMARK & COPYRIGHT JOURNAL

10-14-1997

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Note—the following apply

and regulations

100551523  
U.S. DEPARTMENT OF COMMERCE  
Patents and Trademark Office

Appendix A  
TRADEMARK MAIL

SEP 29 1997

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy thereof.

1. Name of conveying party(ies):  
**Index Entertainment, Inc.**  
 LINDA  
 9-29-97

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation—State New Jersey  
 Other

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

2. Name and address of receiving party(ies):  
 Name BMC Direct Marketing  
 Internal Address: \_\_\_\_\_  
 Street Address: 1540 Broadway  
 City: New York State: NY ZIP: 10036

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation—State New York  
 Other

If company is not domiciled in the United States, a domestic representative designation is present:  Yes  No  
 (Designation may 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

Execution Date: \_\_\_\_\_

4. Application number(s) or registration number(s):  
 A. Trademark Application No.(s)  
75/196,810  
75/196,811

Additional numbers attached?  Yes  No

B. Trademark registration No.(s)  
 \_\_\_\_\_

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Ursula B. Day  
 Internal Address: Suite 6110  
Stull Miskin Previte Hoffman  
 Street Address: The Empire State Bldg  
350 Fifth Avenue  
 City: NEW YORK State: NY ZIP: 10118

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41): \$ 65.00  
 Enforced  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_  
 (Attach duplicate copy of this page if paying by deposit account)

9. Signatures and signatures.  
 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.

Ursula B. Day      Ursula B. Day      9-26-97  
 Name of Person Signing      Signature      Date

Total number of pages attaching cover sheet: \_\_\_\_\_

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Mail documents to be recorded with required cover sheet information to:  
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 Box Assignments  
 Washington, D.C. 20231

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ASSIGNMENT

WHEREAS, ESSEX ENTERTAINMENT, INC, a corporation organized and existing under and by virtue of the laws of the State of New Jersey, with a principal place of business at 560 Sylvan Avenue, Englewood Cliffs, New Jersey 07632, (hereinafter: "Assignor") is the current owner of the marks Kama Sutra and Kama Sutra & Design and the respective U.S. Trademark Applications currently pending in the U. S. Patent and Trademark Office as follows:

Trademark	Serial Number	Filed
Kama Sutra	75/196810	11/12/96
Kama Sutra & Design	75/196811	11/12/96

WHEREAS, BMC Direct Marketing, Inc, a corporation organized and existing under and by virtue of the laws of the State of New York, and having a principal place of business at 1540 Broadway, New York, New York 10036, (hereinafter: "Assignee") has entered into an Asset Purchase Agreement whereby the above identified trademarks and U. S. Trademark applications thereto were transferred from Assignor to Assignee.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign to said Assignee all right, title and interest in and to the said marks, together with the good will of the business symbolized by the mark, and the above identified U.S. trademark and applications

TRADE MARK  
REEL: 002829 FRAME: 0686

together with all claims for damages of past infringement of the trademarks, with the right to sue, and collect the same for its own use and behalf, and for the use and behalf of its successors, assigns or other legal representatives, and to receive the certificate of registration.

IN WITNESS WHEREOF Assignor has hereunto affixed its corporate seal under the hand of its proper officer duly authorized in that behalf at 560 Sylvan Avenue, Englewood Cliffs, New Jersey, this 22 day of September, 1997.

ESSEX ENTERTAINMENT, INC.

By [Signature]  
Stanley Siroye, President

Seal:

Notary:

Sworn to and subscribed before me

on this 22 day of Sept. 1997

[Signature]

KATHRYN F. BLAIR  
NOTARY PUBLIC OF NEW JERSEY  
My Commission Expires Feb. 19, 1998

RECORDED: 09/29/1997

TRADEMARK  
REEL: 1640 FRAME: 0687