

10/10/03

10-15-2003



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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

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

1. Name of conveying party(ies):

TV Innovations, Inc.

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

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

2. Name and address of receiving party(ies)

Name: First Marketing Company

Internal Address:

Address:

Street Address: 1725 Roe Crest Drive

City: North Mankato State: MN Zip: 56003

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 09/30/2003

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

A. Trademark Application No.(s) 78/186880, 78/186951

B. Trademark Registration No.(s) 2164844, 2231297

Additional number(s) attached Yes No

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

Name: Eric D. Paulsrud, Esq.

Internal Address: Leonard, Street and Deinard

Suite 2300

Street Address: 150 South Fifth Street

City: Minneapolis State: MN Zip: 55402

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:

2003 OCT 10 AM 8:17 OPR/FINANCE

9. Signature.

40.00 DP 75.00 DP

Eric D. Paulsrud, Esq.

Name of Person Signing

Signature

Signature

Oct. 7 2003

Date

Total number of pages including cover sheet, attachments, and document: 3

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

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01 FC:4521 02 FC:4522

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, TV Innovations, Inc., a Florida corporation, 3848 Florida Atlantic Boulevard, Boca Raton, Florida 33431, d/b/a TV Interactive ("Assignor"), desires to assign certain trademarks to First Marketing Company, a Minnesota corporation, 1725 Roe Crest Drive, North Mankato, Minnesota 56003 ("Assignee"), and Assignee desires to accept the assignment of the trademarks; and

WHEREAS, Assignor is the owner of the certain trademarks within the United States of America as set forth in Schedule A ("Trademarks");

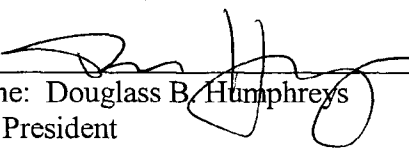
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and intending to be legally bound, Assignor does hereby sell, assign and transfer unto Assignee all right, title, and interest in and to the Trademarks set forth in Schedule A, together with the goodwill of the business symbolized by the Trademarks, and the Trademark registrations or applications identified in Schedule A, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Trademarks and the right to collect damages therefor. Assignor further agrees that upon request, it shall execute any and all documents necessary to vest all rights, title and interest in and to the Trademarks and the registrations or applications set forth in Schedule A.

This Assignment is binding on Assignor, its successors and assigns, and will inure to the benefit of the Assignee, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Assignee, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Assignee and its successors and assigns.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date set forth below.

TV Innovations, Inc.

Date: 9/30, 2003

By:   
Name: Douglass B. Humphreys  
Its: President

Schedule A

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
"TV Interactive"	United States	2,164,844	June 9, 1998
"COM"	United States	2,231,297	March 16, 1999
"Pi"	United States	Applied for	Applied for
"Patient interaction"	United States	Applied for	Applied for

In addition to the trademark scheduled above, this Assignment includes all other trademark rights of the Assignor, whether registered or unregistered, wherever they may exist.

# LEONARD, STREET AND DEINARD

PROFESSIONAL ASSOCIATION

October 7, 2003

**Eric D. Paulsrud**  
612-335-1448  
eric.paulsrud@leonard.com

Mail Stop Assignment Recordation Services  
Director of the United States Patent and  
Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

## CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 service on October 7, 2003.

**Re: Assignor: TV Innovations, Inc.**  
**Assignee: First Marketing Company**  
**Reg. Nos.: 2,164,844 and 2,231,297**  
**Appl. Nos.: 78/186880, 78/186951**  
**Our File No.: 53516-8**

Kitty A. McKenzie  
(Printed or typed name of the person mailing the paper or fee)

Kitty A. McKenzie  
(Signature of the person mailing the paper or fee)

October 7, 2003  
(Date of Signature)

Dear Commissioner:

Enclosed for filing are the following:


1. A Recordation Form Cover Sheet for Trademarks Only;
2. A copy of Assignment of Trademarks from TV Innovations, Inc. (Assignor) to First Marketing Company (Assignee) executed on September 30, 2003; and
3. A check in the amount of \$115.00 in payment of the fee for recording the assignment.

The enclosed return-receipt postcard indicates the elements of this mailing. Please date stamp this card and return it to us for our records. This filing is being submitted by United States Postal Service as first class mail with a Certificate of Mailing.

Thank you for your assistance in this matter. Please call me at the number listed above if you have any questions or need any assistance from me.

Sincerely,

**LEONARD, STREET AND DEINARD**



Eric D. Paulsrud

EDP/kam: 2402069

Enclosures

cc: John E. Regan, Esq. (w/enc.) \_\_\_\_\_

150 SOUTH FIFTH STREET SUITE 2300 MINNEAPOLIS, MINNESOTA 55402 TEL 612-335-1500 FAX 612-335-1657

LAW OFFICES IN MINNEAPOLIS, SAINT PAUL, MANKATO, SAINT CLOUD AND WASHINGTON, D.C.

WWW.LEONARD.COM

**RECORDED: 10/10/2003**

**TRADEMARK**  
**REEL: 002843 FRAME: 0528**