

10-24-2003

Form PTO-1594

(Rev. 10/02)

OMB No. 0651-0027 (exp. 6/30/2005)

R



102583092

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

Tab settings ⇨ ⇨ ⇨ ▼

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

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

Premiere Radio Networks, Inc.

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☐ 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: October 15, 2003

## 2. Name and address of receiving party(ies)

Name: Dr. Laura C. Schlessinger, Inc.

Internal

Address: \_\_\_\_\_

Street Address: 25065 Ashley Ridge Road

City: Hidden Hills State: CA Zip: 91302

- ☐ 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)

78/250,425; 78/250,420; 75/832,529; 78/250,415;  
78/250,408; 75/009,517; 75/009,518; 75/051,519;

## B. Trademark Registration No.(s)

2,175,819; 2,157,845; 2,175,821; 2,175,820;  
2,416,988, 2,183,072; 2,178,881; 2,108,261Additional number(s) attached ☒ Yes ☐ No

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

Name: Jill M. Pietrini, Esq.

Internal Address: \_\_\_\_\_

Manatt, Phelps &amp; Phillips, LLP

Street Address: 11355 W. Olympic Boulevard

City: Los Angeles State: CA Zip: 90064

## 6. Total number of applications and registrations involved: \_\_\_\_\_

27

## 7. Total fee (37 CFR 3.41).....\$ 690.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

## 8. Deposit account number:

DA 131 241

(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.*

Jill M. Pietrini

Name of Person Signing

Signature

October 17, 2003

Date

10/23/2003 ECOOPER 00000201 78250425

Total number of pages including cover sheet, attachments, and document: 6

01 FC:8521  
02 FC:852240.00 ~~100.00~~ documents to be recorded with required cover sheet information to:  
650.00 DP Commissioner of Patent & Trademarks Box Assignments  
Washington, D.C. 20231American LegalNet, Inc.  
www.USCourtForms.comTRADEMARK  
REEL: 002850 FRAME: 0164

**Attachment to Recordation Form Coversheet – Space 4**

THE DR. LAURA SHOW	75/051,510	January 31, 1996
THE DR. LAURA SHOW	75/009,520	October 24, 1995
TAKE ON THE DAY & Design	2,108,260	October 28, 1997
TAKE ON THE DAY & Design	2,110,341	November 4, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	2,113,427	November 18, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	2,108,262	October 28, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,518	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,365	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,364	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,358	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,357	January 31, 1996

40678912.1

**ASSIGNMENT OF TRADEMARK AND  
THE UNITED STATES APPLICANTS AND  
REGISTRATION THEREOF**

This assignment is made by and between Premiere Radio Networks, Inc., a corporation existing under the laws of the State of Delaware, having a principal place of business at 15260 Ventura Boulevard, Sherman Oaks, California 91403 (hereinafter "Premiere Radio"), and Dr. Laura C. Schlessinger, Inc., a corporation existing under the laws of the State of California, having its principal place of business at 25065 Ashley Ridge Road, Hidden Hills, California 91302 (hereinafter "Schlessinger").

WHEREAS, Premiere Radio owns all rights, title and interest in and to the trademarks and United States Applications and Registrations thereof identified below (hereinafter the "Marks", "Applications", and "Registrations", respectively), along with the goodwill of the business appurtenant to said Marks:

<u>Trademark</u>	<u>Appl./Reg. No.</u>	<u>Appl./Reg. Date</u>
I AM MY KID'S MOM	78/250,425	May 15, 2003
I AM MY KID'S MOM	78/250,420	May 15, 2003
I AM MY KID'S MOM	75/832,529	October 26, 1999
I AM MY KID'S MOM	2,175,819	July 21, 1998
I AM MY KID'S MOM	2,157,845	May 12, 1998
I AM MY KID'S DAD	78/250,415	May 15, 2003
I AM MY KID'S DAD	78/250,408	May 15, 2003
I AM MY KID'S DAD	2,175,821	July 21, 1998
I AM MY KID'S DAD	2,175,820	July 21, 1998
DR. LAURA	2,416,988	January 2, 2001
THE DR. LAURA SHOW	2,183,072	August 18, 1998
THE DR. LAURA SHOW	2,178,881	August 4, 1998
THE DR. LAURA SHOW	75/009,517	October 24, 1995
THE DR. LAURA SHOW	75/009,518	October 24, 1995
THE DR. LAURA SHOW	75/051,519	July 29, 1997

THE DR. LAURA SHOW	75/051,510	January 31, 1996
THE DR. LAURA SHOW	75/009,520	October 24, 1995
TAKE ON THE DAY & Design	2,108,261	October 28, 1997
TAKE ON THE DAY & Design	2,108,260	October 28, 1997
TAKE ON THE DAY & Design	2,110,341	November 4, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	2,113,427	November 18, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	2,108,262	October 28, 1997
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,518	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,365	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,364	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,358	January 31, 1996
TAKE ON THE DAY THE DR. LAURA SHOW & Design	75/051,357	January 31, 1996

WHEREAS, Schlessinger desires to acquire all right, title and interest to the Marks, Applications and Registrations.

NOW, THEREFORE, in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, Premiere Radio Networks hereby assigns to Schlessinger, Inc. all right, title and interest in the United States and in any other country in the world in and to the Marks, Applications, and Registrations, together with the goodwill of the business symbolized by the Marks, Applicants and Registrations, together with any and all claims, demands, and causes of action for infringement, of

the Marks, Applications and Registrations, past, present and future, and all of the proceeds from the foregoing.

Signed at San Antonio, Texas, effective this 15th day of October, 2003.

PREMIERE RADIO NETWORKS, INC.



Name: Richard W. Wolf  
Title: Vice President

State of Texas                    }  
                                      ss:  
County of Bexar                 }

On this 15th day of October 2003, before me Misty Galvin,  
a Notary Public, personally appeared Richard W. Wolf, Vice President of Premiere  
Radio Networks, Inc.

— personally known to me, or  
— proved to me on the basis of satisfactory evidence

to be the person whose name is subscribed to the within instrument and  
acknowledged to me that he executed the same in his authorized capacity and that by  
his signature on the instrument the entity upon behalf of which the person acted,  
executed the instrument. WITNESS my hand and official seal.



Misty Galvin  
Notary Public

40676977.1