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

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DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

102678194

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

1. Name of conveying party(ies): Playboy.com, Inc. 680 North Lake Shore Drive Chicago, IL 60611

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

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

2. Name and address of receiving party(ies) Name: Playboy Enterprises International, Inc. Address: Street Address: 680 North Lake Shore Drive City: Chicago State: IL Zip: 60611

Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Delaware 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: July 11, 2003

OFFICE OF PUBLIC RECORDS
2003 JUL 11 AM 11:35
FINANCE SECTION

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2631350, 2631351, 2620518

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Julie Brown Internal Address: Street Address: 680 North Lake Shore Dr Chicago, IL 60611 City: State: Zip:

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41) \$90.00 Enclosed Authorized to be charged to deposit account

8. Deposit account number: 16-2117 (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.

Howard Shapiro 07/11/2003

Name of Person Signing Signature Date

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

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

07/17/2003 6TUN11 00000639 162117 2631350
01 FC:0521 40.00 BA
02 FC:0522 30.00 BA

TRADEMARK
REEL: 002919 FRAME: 0001

ASSIGNMENT

THIS AGREEMENT, dated July 11, 2003, by and between Playboy.com, Inc., a Delaware corporation (hereinafter referred to as "Assignor") and Playboy Enterprises International, Inc., a Delaware corporation (hereinafter referred to as "Assignee").

WHEREAS, Assignor is the proprietor of the following trademarks in the United States (hereinafter referred to as the "Marks") registered before the U.S. Patent and Trademark Office.

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
CYBER GIRL OF THE MONTH	2631350	October 8, 2002
CYBER GIRL OF THE WEEK	2631351	October 8, 2002
HOME PAGE GIRL	2629518	October 1, 2002

WHEREAS, Assignor has agreed to assign the Marks to Assignee and Assignee hereby accepts the assignment.

NOW THEREFORE, in consideration of Ten Dollars (US \$ 10.00) and other valuable consideration, Assignor hereby assigns to Assignee, its successors and assigns, all right, title and interest in the Marks, including the right to sue in respect of all infringements of the Marks which may have occurred before the date of this Agreement and the right to all remedies including damages or an account of the profits and conversion damages in respect of such infringements, together with the goodwill of the business concerned in the goods and services for which the Marks are registered.

IN WITNESS HEREOF, the said Assignor has executed this assignment on July 11, 2003.

PLAYBOY.COM, INC.

By: _____

Name: Howard Shapiro

Title: Vice President and Secretary

IN WITNESS HEREOF, the said Assignee has executed this assignment on July 11, 2003.

**PLAYBOY ENTERPRISES
INTERNATIONAL, INC.**

By: _____

Name: Howard Shapiro

Title: Executive Vice President, Law and
Administration, General Counsel
and Secretary

February 12, 2004

VIA EXPRESS MAIL

BOX ASSIGNMENTS
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

**Re: Playboy Enterprises International, Inc.
Registration Nos. 2631350, 2631351 and 2629518
CYBER GIRL OF THE MONTH, CYBER GIRL OF THE WEEK
And HOME PAGE GIRL
Class 41**

Dear Honorable Commissioner:

Enclosed is the form cover sheet that we submitted on July 11, 2003, now revised to reflect an execution date for the conveying party (in compliance with your Notice of Non-Recordation of Document dated January 20, 2004, copy provided), along with the Assignment for the above-captioned marks for filing in the United States Patent and Trademark Office. Also enclosed is a self-addressed, stamped postcard for the purpose of acknowledging receipt of this document.

Please debit account no. 16-2117 for the appropriate amount to satisfy the filing fee for this document.

Very truly yours,

**PLAYBOY ENTERPRISES
INTERNATIONAL, INC.**



Mary Anne Caviles
Senior Assistant to
Caroline Stevens, Trademark Counsel
Playboy Enterprises International, Inc.

CS/mac



02-20-2004

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #31

680 NORTH LAKE SHORE DRIVE/CHICAGO, ILLINOIS 60611/312 751-8000

RECORDED: 07/11/2003

**TRADEMARK
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