

10-21-2004

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

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

Tab settings

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

1. Name of conveying party(ies): C-Squared TV, LLC

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

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

3. Nature of conveyance:

- Assignment (checked), Merger, Security Agreement, Change of Name, Other

Execution Date: 10/03/04

2. Name and address of receiving party(ies)

Name: Provida Labs, LLC Internal Address:

Street Address: 14925 Ventura Blvd., Ste 300

City: Sherman Oaks State: CA Zip: 91403

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State California (checked), 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) 76/499,801

B. Trademark Registration No.(s)

Additional number(s) attached Yes No (checked)

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

Name: Daniel M. Cislo, Esq.

Internal Address: Cislo & Thomas LLP

Street Address: 233 Wilshire Boulevard, Suite 900

City: Santa Monica State: CA Zip: 90401-1211

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed (checked), Authorized to be charged to deposit account (checked)

8. Deposit account number:

03-2030

DO NOT USE THIS SPACE

9. Signature.

Daniel M. Cislo, Esq. Name of Person Signing

Signature

10-11-04 Date

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

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

TRADEMARK REEL: 003064 FRAME: 0718

**ASSIGNMENT OF USE-BASED APPLICATION OF MARK**

WHEREAS, C Squared TV LLC, a California limited liability company of Sherman Oaks, California has adopted, used and is using a mark which is the subject of application for registration in the United States Patent and Trademark Office, Serial No. 76/499,801 for PHARMACIST'S DAILY filed March 24, 2003; and

WHEREAS, Provida Labs LLC a California corporation of Los Angeles, California ("Assignee") is desirous of acquiring Assignor's interest in said mark and the use-based application for registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor assigns unto the said Assignee its entire right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, and the above-identified use-based applications for registration thereof.

ASSIGNOR

  
\_\_\_\_\_  
C Squared TV LLC

10-5-04  
\_\_\_\_\_  
Date

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