

10-21-2004

10-19-04

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

RE



102865179

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):

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: 10/05/04

2. Name and address of receiving party(ies)

Name: Provida Life Sciences, Inc.

Internal Address:

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 (checked)

Additional name(s) & address(es) attached? Yes No (checked)

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

A. Trademark Application No.(s) 76/976,368

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

Date

10-11-04

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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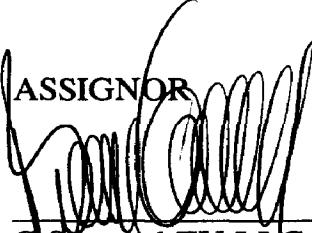
TRADEMARK REEL: 003064 FRAME: 0732

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 marks which are the subject of applications for registration in the United States Patent and Trademark Office, Serial Nos. 76/976,368 for MOMMY STYLE word mark filed April 8, 2002; and

WHEREAS, Provida Life Sciences, Inc. a California corporation of Los Angeles, California ("Assignee") is desirous of acquiring Assignor's interest in said marks and the use-based applications 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 marks, together with the goodwill of the business symbolized by the marks, and the above-identified use-based applications for registration thereof.

ASSIGNOR


C Squared TV LLC

10-5-04

Date

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