

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Equity Marketing, Inc.		09/15/2004	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	EMAK Worldwide, Inc.
Street Address:	6330 San Vicente Boulevard
City:	Los Angeles
State/Country:	CALIFORNIA
Postal Code:	90048
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 11**

Property Type	Number	Word Mark
Serial Number:	75411405	HEADLINERS IN THE CREASE
Serial Number:	75439652	HEADLINERS XL
Serial Number:	75233174	POWERPOPS
Serial Number:	75761450	WEB AND WIN
Registration Number:	2088849	E EQUITY PROMOTIONS
Registration Number:	2109882	HEADLINERS
Registration Number:	2152432	TUB TINTS
Registration Number:	2155697	YOU'LL KNOW THEM WHEN YOU SEE THEM
Registration Number:	2270378	UPSHOT
Registration Number:	2377523	FLY PAPER MEDIA IN MOTION
Registration Number:	2377524	FLY PAPER

**CORRESPONDENCE DATA**

Fax Number: (213)430-6407

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

**900023392**

**TRADEMARK  
 REEL: 003069 FRAME: 0739**

**CH \$290.00 75411405**

Email: gdurham@omm.com  
Correspondent Name: Gina M. Durham, Esq.  
Address Line 1: 400 South Hope Street  
Address Line 2: O'Melveny & Myers LLP  
Address Line 4: Los Angeles, CALIFORNIA 90071

NAME OF SUBMITTER:	Gina M. Durham
Signature:	/Gina M. Durham/
Date:	04/20/2005

Total Attachments: 4  
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source=Name Change (EMAK)#page4.tif

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

**RECORDING FORM COVER SHEET  
TRADEMARKS ONLY**

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):

**Equity Marketing, Inc.**

- Individual(s)
- General Partnership
- Corporation
- Other \_\_\_\_\_
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: September 15, 2004

2. Name and address of receiving party(ies)

Name: EMAK Worldwide, Inc.

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

Street Address: 6330 San Vicente Boulevard

City: Los Angeles State: CA Zip: 90048

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- 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) (See attached Schedule A)

B. Trademark Registration No.(s) See attached Schedule A)

Additional number(s) attached?  Yes  No

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

Name: Gina Durham, Esq.

Internal Address: c/o O'Melveny & Myers LLP

Street Address: 400 South Hope Street

City: Los Angeles State: CA Zip: 90071

6. Total number of applications and registrations involved: 11

7. Total fee (37 CFR 3.41).....\$290.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number  
500639


(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 forgoing information is true and correct and any attached copy is a true copy of the original document.*

Gina Durham  
Name of Person Signing

  
Signature April 20, 2005  
Date

Total number of pages including cover sheet, attachments, and documents: 4

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

## SCHEDULE A

The Name of the Registered Owner and Applicant for the Trademarks listed below has changed to **EMAK Worldwide, Inc.**<sup>1</sup> See attached Certificate from the Delaware Secretary of State for the name change filing on September 15, 2004.

### Registered Trademarks:

	<u>Registered Owner</u>	<u>United States Trademark Description</u>	<u>Registration Number</u>	<u>Registration Date</u>
1.	EMAK Worldwide, Inc.	EQUITY PROMOTIONS (AND DESIGN)	2,088,849	08/19/97
2.	EMAK Worldwide, Inc.	HEADLINERS	2,109,882	10/28/97
3.	EMAK Worldwide, Inc.	TUB TINTS	2,152,432	04/21/98
4.	EMAK Worldwide, Inc.	YOU'LL KNOW THEM WHEN YOU SEE THEM	2,155,697	05/05/98
5.	EMAK Worldwide, Inc.	UPSHOT	2,270,378	08/17/99
6.	EMAK Worldwide, Inc.	FLY PAPER MEDIA IN MOTION	2,377,523	08/15/00
7.	EMAK Worldwide, Inc.	FLY PAPER	2,377,524	08/15/00

\* Bank of America, N.A. filed a Grant of Trademark Security Interest against Registered Trademarks 1-4 above on Reel/Frame No.: 2295/0715, recorded with the PTO on 05/03/01.

\*\* Bank of America, N.A. filed an IP Supplement to Grant of Trademark Security Interest against Registered Trademarks 5-7 above on Reel/Frame No.: 2566/0515, recorded with the PTO on 08/16/02.

### Trademarks Pending:

	<u>Applicant</u>	<u>United States Trademark Description</u>	<u>Application Number</u>	<u>Filing Date</u>
1.	EMAK Worldwide, Inc.	HEADLINERS IN THE CREASE	75/411,405	12/29/97
2.	EMAK Worldwide, Inc.	HEADLINERS XL	75/439,652	02/24/98
3.	EMAK Worldwide, Inc.	POWERPOPS	75/233,174	01/29/97
4.	EMAK Worldwide, Inc.	WEB AND WIN	75/761,450	07/27/99

\* Bank of America, N.A. filed a Grant of Trademark Security Interest against the Pending Trademarks above on Reel/Frame No.: 2295/0715, recorded with the PTO on 05/03/01.

<sup>1</sup> The former name of the Registered Owner and Applicant was Equity Marketing, Inc.

# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS ON FILE OF "EMAK WORLDWIDE, INC." AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

CERTIFICATE OF INCORPORATION, FILED THE SEVENTH DAY OF APRIL, A.D. 1995, AT 3 O'CLOCK P.M.

CERTIFICATE OF MERGER, FILED THE TWENTY-EIGHTH DAY OF JUNE, A.D. 1995, AT 9 O'CLOCK A.M.

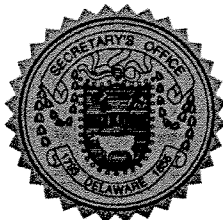
CERTIFICATE OF DESIGNATION, FILED THE TWENTY-NINTH DAY OF MARCH, A.D. 2000, AT 9 O'CLOCK A.M.

CERTIFICATE OF AMENDMENT, FILED THE TWENTY-THIRD DAY OF MAY, A.D. 2002, AT 6 O'CLOCK P.M.

CERTIFICATE OF DESIGNATION, FILED THE TWENTIETH DAY OF JULY, A.D. 2004, AT 6:42 O'CLOCK P.M.

CERTIFICATE OF AMENDMENT, FILED THE TWENTIETH DAY OF JULY, A.D. 2004, AT 6:43 O'CLOCK P.M.

CERTIFICATE OF AMENDMENT, CHANGING ITS NAME FROM "EQUITY MARKETING, INC." TO "EMAK WORLDWIDE, INC.", FILED THE FIFTEENTH DAY OF SEPTEMBER, A.D. 2004, AT 8:41 O'CLOCK A.M.



2497139 8100H

050260428

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3778700

DATE: 03-30-05

TRADEMARK  
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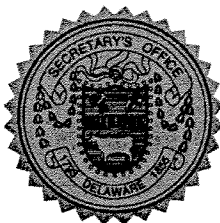
# Delaware

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*The First State*

CERTIFICATE OF DESIGNATION, FILED THE THIRTIETH DAY OF  
DECEMBER, A.D. 2004, AT 2:45 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE AFORESAID  
CERTIFICATES ARE THE ONLY CERTIFICATES ON RECORD OF THE  
AFORESAID CORPORATION.



2497139 8100H

050260428

*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3778700

DATE: 03-30-05

RECORDED: 04/20/2005

TRADEMARK  
REEL: 003069 FRAME: 0744