

03-09-2005



Form PTO-1594 (Rev. 06/04)  
OMB Collection 0651-0027 (exp. 6/30/2005)

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

3-7-05

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

<p><b>1. Name of conveying party(ies)/Execution Date(s):</b> Kenn Viselman Presents, Inc.</p> <p><input type="checkbox"/> Individual(s)      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership      <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State  <input type="checkbox"/> Other _____</p> <p>Citizenship (see guidelines) <u>New York</u>  Execution Date(s) <u>February 22, 2005</u>  Additional names of conveying parties attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p><b>3. Nature of conveyance:</b>  <input checked="" type="checkbox"/> Assignment      <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement      <input type="checkbox"/> Change of Name  <input type="checkbox"/> Other _____</p>	<p><b>2. Name and address of receiving party(ies)</b> <input type="checkbox"/> Yes  Additional names, addresses, or citizenship attached? <input checked="" type="checkbox"/> No</p> <p>Name: <u>KVIP, Inc.</u>  Internal Address: _____  Street Address: <u>448 East 79th St.</u>  City: <u>New York</u>  State: <u>New York</u>  Country: <u>U.S.A.</u>      Zip: <u>10021</u></p> <p><input type="checkbox"/> Association      Citizenship _____  <input type="checkbox"/> General Partnership      Citizenship _____  <input type="checkbox"/> Limited Partnership      Citizenship _____  <input checked="" type="checkbox"/> Corporation      Citizenship <u>New York</u>  <input type="checkbox"/> Other _____      Citizenship _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No  (Designations must be a separate document from assignment)</p>
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<p><b>4. Application number(s) or registration number(s) and identification or description of the Trademark.</b></p> <p>A. Trademark Application No.(s) <u>78/100937; 78/975025</u></p>	<p>B. Trademark Registration No.(s)</p> <p>Additional sheet(s) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
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C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):  
I LOVE YOU BUNCHES

<p><b>5. Name &amp; address of party to whom correspondence concerning document should be mailed:</b>  Name: <u>Robert J. Diettrich</u>  Internal Address: <u>Davis, Malm &amp; D'Agostine, P.C.</u>  Street Address: <u>One Boston Place</u>  City: <u>Boston</u>  State: <u>Massachusetts</u>      Zip: <u>02108</u>  Phone Number: <u>(617) 367-2500</u>  Fax Number: <u>(617) 305-3161</u>  Email Address: <u>rdiettrich@davismalm.com</u></p>	<p><b>6. Total number of applications and registrations involved:</b> <span style="border: 1px solid black; padding: 2px;">2</span></p> <p><b>7. Total fee (37 CFR 2.6(b)(6) &amp; 3.41)</b> \$ <u>65.00</u>  <input type="checkbox"/> Authorized to be charged by credit card  <input type="checkbox"/> Authorized to be charged to deposit account  <input checked="" type="checkbox"/> Enclosed</p> <p><b>8. Payment Information:</b>  a. Credit Card      Last 4 Numbers _____  Expiration Date _____  b. Deposit Account Number _____  Authorized User Name _____</p>
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**9. Signature:** Robert J. Diettrich      3/3/05  
Signature      Date

Robert J. Diettrich      Total number of pages including cover sheet, attachments, and document: 5  
Name of Person Signing

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

03/08/2005 6TON11 00000022 78100937  
01 FC:8521 40.00 OP  
02 FC:8522 25.00 OP

TRADEMARK  
REEL: 003131 FRAME: 0173

## ASSIGNMENT

WHEREAS, Kenn Viselman Presents, Inc., a New York corporation, with an address at 448 East 79th Street, New York, New York 10021, hereinafter referred to as "Assignor," is currently the owner of the trade names, trademarks, trademark applications and trademark registrations identified on Schedule A attached hereto and incorporated herein by reference (the "Trademarks");

WHEREAS, KVIP, Inc., a New York corporation, with an address at 448 East 79th Street, New York, New York 10021, hereinafter referred to as "Assignee," is desirous of acquiring Assignor's entire right, title and interest in the Trademarks; and

WHEREAS, Assignor desires to transfer the Trademarks to Assignee;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, Assignor, by these presents, does hereby sell, assign and transfer unto Assignee all right, title and interest in and to the Trademarks identified in Schedule A, together with (a) all registrations of any or all of the Trademarks (including any such registration identified in Schedule A), (b) the goodwill of the business symbolized by the Trademarks and any registrations thereof, and (c) the right to sue and recover for, and the rights to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Trademarks or any registrations thereof or such goodwill.

IN WITNESS WHEREOF, Assignor has executed this assignment, as an instrument under seal, on this 22 day of February, 2005.

ASSIGNOR:

KENN VISELMAN PRESENTS, INC.

By: 

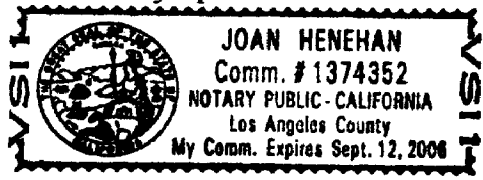
Name: Kenn Viselman

Title: President

STATE OF California )  
COUNTY OF Los Angeles ) ss.

On 2/22/05 before me, Joan Henehan,  
personally appeared Kenn Viselman, 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 person or the entity upon behalf of which the person acted,  
executed the instrument.

WITNESS my hand and official seal.



Signature [Handwritten Signature]

(seal)



**SCHEDULE A**

1. Mark: I LOVE YOU BUNCHES  
Serial No.: 78/100937  
International Class: 028  
Owner: Kenn Viselman Presents, Inc.  
Filing Date: January 4, 2002  
NOA Date: January 13, 2004

2. Mark: I LOVE YOU BUNCHES  
Serial No.: 78/975025  
International Class: 009, 016 and 025  
Owner: Kenn Viselman Presents, Inc.  
Filing Date: January 4, 2002  
NOA Date: May 11, 2004