

05-15-1998



Tab settings 000

To the Honorable Commissioner of Patents

100710620

Send original documents or copy thereof.

1. Name of conveying party(ies):

Tom Ballantyne and Ballantyne & Associates

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

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

3. Nature of conveyance:

- Assignment, Security Agreement, Other, Merger, Change of Name

Execution Date: April 20, 1998

2. Name and address of receiving party(ies)

Name: Adlink Cable Advertising, LLC successor in interest to Cable Advertising Partners

Street Address: 11150 Santa Monica Blvd. #900 City: Los Angeles State: CA ZIP: 90025

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other Limited Liability Company

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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,337,126

Additional numbers attached? Yes No

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

Name: Helene E. Pretsky

Internal Address:

Kinsella, Boesch, Fujikawa & Towle, LLP

Street Address: 1901 Avenue of the Stars 7th Floor

City: Los Angeles State: CA ZIP: 90067

6. Total number of applications and registrations involved: -1-

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

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

(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.

Helene E. Pretsky

Name of Person Signing

Signature

04/29/98


Date

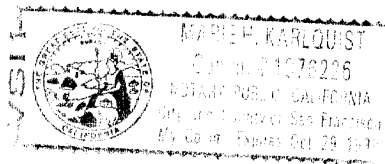
Total number of pages including cover sheet, attachments, and document: 4

Whereas Tom Ballantyne and Ballantyne & Associates of P.O. Box 370738, Montara, California 94037 (the "Ballantynes"), have adopted, used and are using the service mark "Adlink," which is registered in the United States Patent and Trademark Office, Registration No. 1337126, dated May 21, 1985 (the "Service Mark"); and

Whereas Cable Advertising Partners doing business as Adlink, 11150 Santa Monica Boulevard, Suite 900, Los Angeles, California 90025 ("CAP"), is desirous of acquiring the Service Mark and the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, the Ballantynes do hereby irrevocably assign and transfer unto CAP all rights, title, and interest of any kind whatsoever in and to the Service Mark, together with the good will of the business symbolized by the Service Mark, and the above identified registration thereof.


Tom Ballantyne



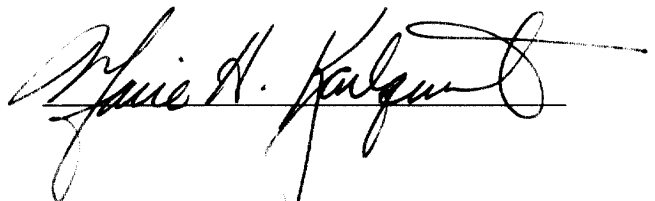
Ballantyne & Associates

By: 

Its: OWNER

State of California }
County of San Francisco } ss.

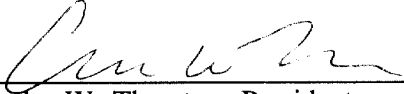
On this 20 day of April 1998 before me appeared Tom Ballantyne, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf (or on behalf of the identified corporation or other juristic entity with authority to do so).



TRADEMARK
REEL: 1725 FRAME: 0550

Applicant hereby appoints Helene E. Pretsky, an attorney of counsel with the law firm of KINSELLA, BOESCH, FUJIKAWA & TOWLE, LLP, whose postal address is 1901 Avenue of the Stars, Seventh Floor, Los Angeles, California 90067, as principal attorney with power to appoint associate attorneys, to prosecute this Application/Assignment, to transact all business in the Patent & Trademark Office in connection therewith, and to receive the certificate of registration.

Dated this 27 day of April, 1998.



Charles W. Thurston, President
ADLINK CABLE ADVERTISING, LLC, as
successor in interest to Cable Advertising Partners