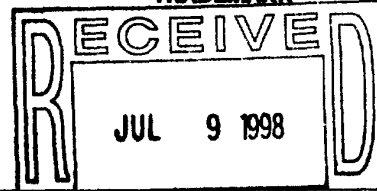


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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

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Document ID #
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

- Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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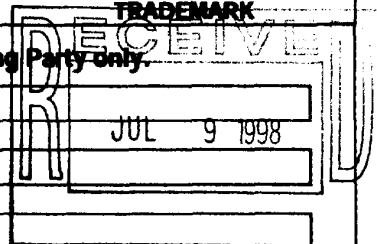
Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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Pages

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Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

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Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Matthew H. McCormick, Esq.
Attorney for Tom Ballantyne

Name of Person Signing

Signature

July 6, 1998

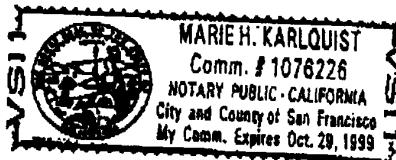
Date Signed

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.

[Signature]
Tom Ballantyne



Ballantyne & Associates

By: [Signature]

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).

[Signature]

TRADEMARK