

11-09-1998



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11/5/98

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

Submission Type

New

Resubmission (Non-Recordation)
Document ID # _____

Correction of PTO Error
Reel # _____ Frame # _____

Corrective Document
Reel # _____ Frame # _____

Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Change of Name

Other _____

Effective Date
Month Day Year
10 27 1998

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year
10 27 1998

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/AKA/TA

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.)

11/06/1998 DNGUYEN 00000355 884371

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 25.00 OP

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.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231
TRADEMARK

REEL: 1810 FRAME: 0529

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

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

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="884371"/>	<input type="text" value="1264501"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Laura A. Kane

Name of Person Signing

Laura A. Kane

Signature

November 4, 1998

Date Signed

TRADEMARK ASSIGNMENT


DELUXE LABORATORIES, INC., a Delaware corporation located at 1377 North Serrano Avenue, Hollywood, California 90027 ("Assignor"), is the owner of, has adopted and is using the marks set forth on Schedule A attached hereto, and the United States Trademark registrations therefor; and

WHEREAS, DELUXE ENTERTAINMENT SERVICES, INC., a Delaware corporation located at 11150 Santa Monica Boulevard, Suite 700, Los Angeles, California 90025 ("Assignee"), desires to acquire said marks and the respective registrations therefor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to each of said marks listed on Schedule A attached hereto, together with the goodwill of the business symbolized by each of the respective marks, and each of the registrations identified on Schedule A attached hereto for said marks.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment of of this 27th day of OCTOBER, 1998.

DELUXE LABORATORIES, INC.

By: 
John Watson
Vice President

STATE OF GEORGIA)
COUNTY OF Fulton) SS

BEFORE ME, the undersigned authority, on this day personally appeared John Watson, the Vice President of Deluxe Laboratories, Inc., a Delaware corporation, who acknowledged that he executed the above and foregoing instrument as the act and deed of said corporation and for the purposes and consideration therein expressed and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE this 27th day of OCTOBER, 1998.


Notary Public

**Notary Public, Gwinnett County, Georgia
My Commission Expires March 26, 2002**

SCHEDULE A
TRADEMARKS

<u>Mark</u>	<u>U.S. Registration No.</u>	<u>Registration Date</u>
COLOR BY DE LUXE (Stylized Lettering)	884,371	1/13/70
COLOR BY DELUXE VIDEO	1,264,501	1/17/84

LORD, BISSELL & BROOK

115 SOUTH LA SALLE STREET
CHICAGO, ILLINOIS 60603

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LONDON OFFICE
LLOYD'S, SUITE 995
1 LIME STREET
LONDON EC3M 7DQ ENGLAND
0171-327-4534
TELECOPY: 0171-929-2250

November 4, 1998

DIRECT DIAL NUMBER:

(312) 443-0289

VIA EXPRESS MAIL No. EM401096964US

Commissioner of Patents & Trademarks
Box Assignments
Washington, D.C. 20231

Re: **Assignment of Trademark Registrations**

Dear Sir or Madam:

Enclosed please find a Recordation Form Cover Sheet relating to the assignment of two United States trademarks from Deluxe Laboratories, Inc. to Deluxe Entertainment Services, Inc. identified on the Cover Sheet. We have also enclosed our check in the amount of \$65 in payment of the recording fees with respect to the conveyances.

Please record the enclosed document and return a Notice of Recordation to the undersigned at: Lord, Bissell & Brook, 115 South LaSalle Street, Chicago, Illinois 60603.

Please contact the undersigned if you require any additional information. Thank you for your assistance.

Very truly yours,



Ingrid J. Scheckel
Legal Assistant

4700900-0008 COL; 4700900-0009 VID
Enclosures

cc: Ms. Leslie Jones
Laura A. Kane, Esq.

RECORDED: 11/05/1998

TRADEMARK
REEL: 1810 FRAME: 0533