



Tab settings  $\Rightarrow \Rightarrow \Rightarrow \nabla$  5.27.99

To the Honorable Commissioner of F

101053530

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Budget Marketing, Inc.

- Individual(s)
- General Partnership
- Corporation-State Iowa
- Other
- Association
- Limited Partnership

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

2. Name and address of receiving party(ies)

Name: Cendant Publishing, Inc.

Internal Address: Suite 900

Street Address: 3033 South Parker Road

City: Aurora State: CO ZIP: 80014

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Delaware
- 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

3. Nature of conveyance:

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

Execution Date: March 29, 1999

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Registration No. 2,113,091

Additional numbers attached?  Yes  No

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

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY ZIP: 10019

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)

06/02/1999 DNGUYEN 00000014 2113091

DO NOT USE THIS SPACE

01 FC:481

40.00 DP

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.

Jeffrey C. Katz, Esq.

Name of Person Signing

Signature

5-27-99

Date

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

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments

**ASSIGNMENT**

**WHEREAS**, BUDGET MARKETING, INC., an Iowa corporation with its principal place of business in Des Moines, Iowa (hereinafter "Assignor"), is the owner of the mark listed below which has been registered with the United States Patent and Trademark Office;

**WHEREAS**, CENDANT PUBLISHING, INC., a Delaware corporation with a place of business in Aurora, Colorado (hereinafter "Assignee"), is desirous of acquiring said mark and said registration thereof;

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ENTERTAINMENT BUYERS CLUB	2,113,091	November 11, 1997

**NOW THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in the Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 29<sup>th</sup> day of MARCH 1999.

BUDGET MARKETING, INC.

By: *M. J. DeZorzi*  
Michael J. DeZorzi/V. Pres. & CFO

CENDANT PUBLISHING, INC.

By: *M. Katy Eisenberg*  
Name: M. EISENBERG  
Title: Asst Secretary