

01-13-2000

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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  
Effective Date  
Month Day Year  
11/09/96
- 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/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

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.)

Other

Citizenship/State of Incorporation/Organization

01/12/2000 DNGUYEN 00000297 170055 1678497 FOR OFFICE USE ONLY

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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.

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: 002009 FRAME: 0145

**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)**

**Registration 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"/>

<input type="text" value="1678497"/>	<input type="text"/>	<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.

Marta S. Levine

*Marta Levine*

December 16, 1999

Name of Person Signing

Signature

Date Signed

## ASSIGNMENT OF TRADEMARKS

DECEMBER 8 THIS ASSIGNMENT OF TRADEMARKS is made as of DECEMBER 8, 1999 by QORVIS MEDIA GROUP, INC. (formerly known as PICS PREVIEWS, Inc.), a Delaware corporation with its principal place of business at San Francisco, California, ("Assignor"), and PREMIUM PROMOTIONS, INC. (d/b/a Comark-Bates), a Delaware corporation with its principal place of business at Elk Grove Village, Illinois ("Assignee").

**WHEREAS**, the Assignee was the owner of the trademarks and service marks shown on Schedule 1 (which is attached hereto and incorporated by reference), and the registrations and applications for registration thereof, and the good will of the business in connection therewith;

**WHEREAS**, the Assignor transferred to the Assignee said trademarks and service marks, the registrations and applications for registration thereof, and the good will of the business in connection therewith; and

**WHEREAS**, the parties desire to confirm the transfer of the trademarks and service marks shown on Schedule 1 and the good will of the business in connection therewith.

**NOW, THEREFORE**, for and in consideration of the sum of One and 00/100 Dollars (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Assignor agrees to sell, assign, and transfer to the Assignee, and does hereby sell, assign and transfer to the Assignee, retroactive and effective as of November 9, 1996, Assignor's entire rights, title and interest in and to said trademarks and service marks, the registrations and applications for registration thereof, and the good will of the business in connection therewith, as well as Assignor's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of said trademarks or service marks.

IN WITNESS WHEREOF, the parties have caused this Assignment of Trademarks to be executed and sealed by their duly authorized officers as of the date first written above.

PREMIUM PROMOTIONS, INC.

By: [Signature]  
Name: [Signature]  
Title: President Jeffrey Chen

STATE OF ~~WISCONSIN~~ Georgia )  
COUNTY OF MILWAUKEE )

The above-named individual, to me known to be the duly-authorized representative of Premium Promotions, Inc., personally appeared before me this 7th day of December, 1999, and acknowledged to me that he executed the foregoing Assignment of Trademarks on behalf of Premium Promotions, Inc. and pursuant to authority duly received.

(SEAL)

Paul R. Cosentino  
Notary Public  
State of ~~Wisconsin~~ Georgia  
My Commission Expires: 2-13-2000

QORVIS MEDIA GROUP, INC.

By: [Signature]  
Name: [Signature]  
Title: CEO

STATE OF Georgia )  
COUNTY OF MILWAUKEE )

The above-named individual, to me known to be the duly-authorized representative of Qorvis Media Group, Inc., personally appeared before me this 7th day of December, 1999, and acknowledged to me that he executed the foregoing Assignment of Trademarks on behalf of Qorvis Media Group, Inc. and pursuant to authority duly received.

(SEAL)

Paul R. Cosentino  
Notary Public  
State of Georgia  
My Commission Expires: 2-13-2000

SCHEDULE 1  
TO  
ASSIGNMENT OF TRADEMARKS

Mark	Registration No.	Issue Date
SHELF SHOUTER	1,678,497	03/10/92