

02-08-2000

U.S. Department of Commerce  
Patent and Trademark Office

RECORDATION FORM C

RECEIVED TRADEMARKS



101261554

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Name: Cover Concepts LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other (Delaware Limited Liability Company)

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

2. Name and Address of receiving party(ies)

Name: Cover Concepts Marketing Services LLC  
Address: c/o Channel One Communications Corporation  
600 Madison Avenue  
New York, New York 10022

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other: Delaware 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

3. Nature of conveyance:

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

Execution Date: July 10, 1997

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,970,139      2,003,727  
2,102,655      2,077,016

Additional numbers attached?  Yes  No

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

Deborah K. Squiers  
Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41)..... \$ 115.00

- Enclosed
- Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

02/07/2000 DNGUYEN 00000220 1970139

01 FC:481  
02 FC:482

40.00 DP  
75.00 DP

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.

Deborah K. Squiers, Esq.

*Deborah K. Squiers*      *January 5, 2000*  
Signature      Date

Total number of pages including cover sheet, attachments, and document: 3

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

*State of Delaware*  
*Office of the Secretary of State*

---

I, EDWARD J. FREEL, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "COVER CONCEPTS LLC", CHANGING ITS NAME FROM "COVER CONCEPTS.LLC" TO "COVER CONCEPTS MARKETING SERVICES LLC", FILED IN THIS OFFICE ON THE FIFTEENTH DAY OF JULY, A.D. 1997, AT 4:30 O'CLOCK P.M.



*Edward J. Freel*

Edward J. Freel, Secretary of State

2754442 8100

971235412

AUTHENTICATION: 8559880

DATE: 07-16-97

TRADEMARK  
REEL: 002019 FRAME: 0895

**CERTIFICATE OF AMENDMENT**

**OF**

**COVER CONCEPTS LLC**

1. The name of the limited liability company is **COVER CONCEPTS LLC**.
2. The Certificate of Formation of the limited liability company is hereby amended as follows:

**RESOLVED**, that the Certificate of Formation of Cover Concepts LLC be amended by changing the First Article thereof, so that, as amended, said Article shall be and read as follows:

1. The name of the limited liability company is

**COVER CONCEPTS MARKETING SERVICES LLC**

**IN WITNESS WHEREOF**, the undersigned has executed this Certificate of Amendment of **COVER CONCEPTS LLC** this Tenth day of July, 1997.

/s/ Beverly C. Chell  
**Beverly C. Chell**  
Authorized Person

(DEL. - LLC 3240 - 10/1/92)

\*\* TOTAL PAGE.03 \*\*