

06-15-2001

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

101749935

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

1. Name of conveying party(ies): 6-11-01  
Holiday Channel, Inc.  
 Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State (California)  
 Other \_\_\_\_\_  
Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and address of receiving party(ies)  
Name: Small 1988 Living Trust  
Internal  
Address: \_\_\_\_\_  
Street Address: 50 W. San Fernando  
City: San Jose State: CA Zip: 95113  
 Individual(s) citizenship: \_\_\_\_\_  
 Association: JUN 11 2001  
 General Partnership: \_\_\_\_\_  
 Limited Partnership: \_\_\_\_\_  
 Corporation-State: \_\_\_\_\_  
 Other a California trust  
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: April 17, 2001

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s)  
75/931,630  
75/930,961  
75/785,783  
Additional number(s) attached  Yes  No

B. Trademark Registration No.(s)  
2,376,691  
Additional number(s) attached  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:  
Name: Catherine Tran  
Internal Address: \_\_\_\_\_  
Perkins Coie LLP  
Street Address: \_\_\_\_\_  
1201 Third Avenue, Suite 4800  
City: Seattle State: WA Zip: 98101

6. Total number of applications and registrations involved: 4  
7. Total fee (37 CFR 3.41).....\$ 115.00  
 Enclosed  
 Authorized to be charged to deposit account  
8. Deposit account number: \_\_\_\_\_  
(Attach duplicate copy of this page if paying by deposit account)

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.*  
Catherine H. Tran      Catherine H. Tran      6-7-01  
Name of Person Signing      Signature      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 Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

## ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (the "Agreement") dated as of April 17, 2001 is made by and between Holiday Channel, Inc., a California corporation having a place of business at 50 W. San Fernando, San Jose, CA 95113 ("Assignor"), and Small 1988 Living Trust ("Assignee").

WHEREAS, Assignor has common law rights in the trademarks that are the subject of this Assignment and is the owner of the trademark registrations and pending trademark applications set forth in Annex A attached hereto and incorporated herein by reference (all of such trademarks, registrations and applications for registration are herein referred to as the "Trademarks");

WHEREAS, Assignee desires to acquire said Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, effective as April 17, 2001, Assignor does hereby assign to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the marks, and the registrations/applications identified on Annex A hereof.

This Assignment of Trademarks shall be binding upon and inure to the benefit of the parties hereto and their respective successors, transferees, and assigns, whether by merger or consolidation or otherwise, and upon and to the benefit of their respective present and future affiliated and subsidiary companies and licensees.

*[Remainder of page intentionally left blank.]*

IN WITNESS WHEREOF, Assignor has caused its duly authorized representative to execute this Assignment of Trademarks as of the date first above written.

HOLIDAY CHANNEL, INC.

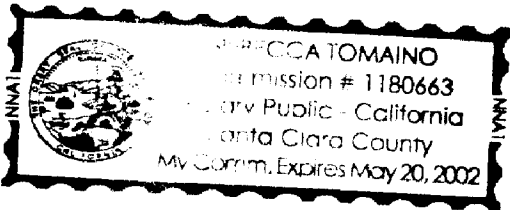
*Cath Gonzales*

Catherine Gonzales, President

STATE OF )  
 )  
COUNTY OF ) ss.

On the 17<sup>th</sup> day of April, 2001, before me personally appeared Catherine Gonzales, the person who signed the foregoing instrument, who being by me duly sworn, acknowledged that ~~he~~/she is the President of Holiday Channel the corporation described in and which executed the foregoing instrument, that he/she has signed said instrument as a free act on behalf of said corporation, and that he/she has the authority to act on behalf of, and bind, said corporation.

SUBSCRIBED AND SWORN to before me on the date stated above.



Rebecca Tomaino

NOTARY PUBLIC in and for the State of California, residing at San Jose

My Appointment Expires: May 20, 2002

**Annex A**

**to Assignment of Trademarks**

**Trademark Registrations  
and Applications Therefor**

**Pending Trademark and Service Mark Applications**

<b>Mark</b>	<b>Country</b>	<b>App. No.</b>	<b>Class</b>	<b>Status</b>
GIFT CHANNEL	U.S.	75/566,153	16, 28, 35, 38, 41, 42	Pending app, with instructions from client to allow to lapse.
HOLIDAY CHANNEL	U.S.	75/931,630	35	<i>Pending</i>
HOLIDAY CHANNEL	U.S.	75/931,628	41	App. was published for opposition on 4/3/01.
HOLIDAYCHANNEL.COM	U.S.	75/930,961	35	Pending
HOLIDAYCHANNEL.COM	U.S.	75/931,606	41	Published for opp. on 2/1/01; awaiting Notice of Allowance
SANTA.COM	U.S.	75/939,911	9	Final review prior to publication has been completed, application will be published for opposition.
SANTA.COM	U.S.	75/785,737	16	App. suspended
SANTA.COM	U.S.	75/785,783	35	App. suspended
SANTA.COM	U.S.	75/939,910	38	App. suspended
SANTA.COM	U.S.	75/785,746	41	App. suspended
SANTA.COM	U.S.	75/785,747	42	App. suspended
SANTA.COM	U.S.	75/785,745	42	App. suspended
SANTA.COM HOLIDAY PARADE	U.S.	75/857,118	42	No response filed to OA due 12/22/00 – app. will be abandoned

**Service Mark Registration**

<b>Mark</b>	<b>Country</b>	<b>Reg. No.</b>	<b>Class</b>	<b>Status</b>
THE HOLIDAY CHANNEL AND DESIGN	U.S.	2,376,691	42	Registered