

FORM PTO-1594

(Rev. 8-93)

OMB No. 0651-0011 (exp. 4/94)

MRD 5-498 REC1

12-16-2002



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

MAY - 7 1998

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To the Honorable Commissioner of Patents

original documents to copy thereof.

1. Name of conveying party(ies):

Tom Ballantyne and
Ballantyne & Associates

MAY - 4 1998

☒ Individual(s)☐ General Partnership☐ Corporation-State☐ Other☒ Association☐ Limited PartnershipAdditional name(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

☒ Assignment☐ Security Agreement☐ Other☐ Merger☐ Change of Name

Execution Date: April 20, 1998

2. Name and address of receiving party(ies)

Name: Adlink Cable Advertising, LLC

successor in interest to Cable Advertising

Internal Address: Partners

Street Address: 11150 Santa Monica Blvd. #900

City: Los Angeles State: CA ZIP: 90025

☐ Individual(s) citizenship☐ Association☐ General Partnership☐ Limited Partnership☐ Corporation-State☒ Other Limited Liability CompanyIf 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

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,337,126

Additional numbers attached? ☐ Yes ☒ No

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

Name: Helene E. Pretsky

Internal Address:

Kinsella, Boesch, Fujikawa & Towle, LLP

Street Address: 1901 Avenue of the Stars

7th Floor

City: Los Angeles State: CA ZIP: 90067

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)

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.

Helene E. Pretsky

Name of Person Signing

Signature

04/29/98

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
Washington, D.C. 20231

TRADEMARK PAGE 04

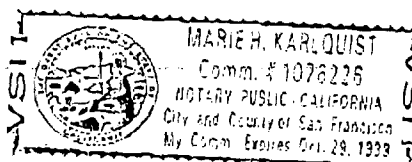
REEL: 2633 FRAME: 0748

Whereas Tom Ballantyne ~~and Ballantyne & Associates~~ of P.O. Box 370738, Montara, California 94037 (the "Ballantynes"), have adopted, used and are using the service mark "Adlink," which is registered in the United States Patent and Trademark Office, Registration No. 1337126, dated May 21, 1985 (the "Service Mark"); and

Whereas Cable Advertising Partners doing business as Adlink, 11150 Santa Monica Boulevard, Suite 900, Los Angeles, California 90025 ("CAP"), is desirous of acquiring the Service Mark and the registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, the Ballantynes do hereby irrevocably assign and transfer unto CAP all rights, title, and interest of any kind whatsoever in and to the Service Mark, together with the good will of the business symbolized by the Service Mark, and the above identified registration thereof.


Tom Ballantyne



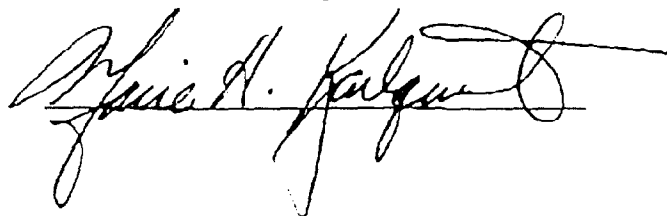
Ballantyne & Associates

By: 

Its: OWNER

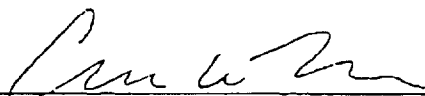
State of California }
County of San Francisco } ss.

On this 20 day of April 1998 before me appeared Tom Ballantyne, the person who signed this instrument, who acknowledged that he signed it as a free act on his own behalf (or on behalf of the identified corporation or other juristic entity with authority to do so).



Applicant hereby appoints Helene E. Pretsky, an attorney of counsel with the law firm of KINSELLA, BOESCH, FUJIKAWA & TOWLE, LLP, whose postal address is 1901 Avenue of the Stars, Seventh Floor, Los Angeles, California 90067, as principal attorney with power to appoint associate attorneys, to prosecute this Application/Assignment, to transact all business in the Patent & Trademark Office in connection therewith, and to receive the certificate of registration.

Dated this 27 day of April, 1998.



Charles W. Thurston, President
ADLINK CABLE ADVERTISING, LLC, as
successor in interest to Cable Advertising Partners