

08-25-2003



RE

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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
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year  
04201998

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
- Other
- Citizenship/State of Incorporation/Organization

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.)

12/16/2002 LMULLER 00000038 501833 1337126

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: 002704 FRAME: 0876

**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" value="1337126"/>	<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"/>	<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.

MIRIAM CLAIRE BEEZY

Name of Person Signing

*Miriam-Claire Beezy* 11/4/02

Signature

Date Signed

MRD 5-498 REC1

05-15-1998

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

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To the Honorable Commissioner of Patents

Send original documents or copy thereof.

1. Name of conveying party(ies):

Tom Ballantyne and  
Ballantyne & Associates

- Individual(s)
- General Partnership
- Corporation-State
- Other

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

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 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: April 20, 1998

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

*Helene E. Pretsky*  
Signature

04/29/98  
Date

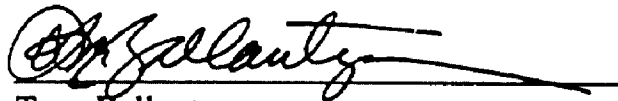
Total number of pages including cover sheet, attachments, and document: -4-

Mail documents to be recorded with required cover sheet information to:  
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Washington, D.C. 20231  
REF: 1725 FRAME: 0549

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).

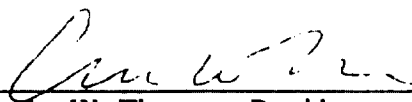


TRADEMARK  
REEL: 1725 FRAME: 0550

TRADEMARK  
REEL: 002704 FRAME: 0879

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

RECORDED: 05/04/1998

TRADEMARK  
REEL: 1725 FRAME: 0551

RECORDED: 11/07/2002

TRADEMARK  
REEL: 002704 FRAME: 0880