

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
ACTV, Inc.		04/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	BottleRocket Entertainment, Inc.
Street Address:	100 Via de la Valle
Internal Address:	Suite 100
City:	Del Mar
State/Country:	CALIFORNIA
Postal Code:	92014
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Serial Number:	76246279	BOTTLEROCKET
Registration Number:	2298684	BOTTLE ROCKET
Registration Number:	2312311	BOTTLE ROCKET
Registration Number:	2350547	BOTTLE ROCKET

CORRESPONDENCE DATA

Fax Number: (801)415-3500

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (801) 415-3000

Email: rsmith@djplaw.com

Correspondent Name: Russell K. Smith, Esq.

Address Line 1: 111 East Broadway

Address Line 2: Suite 900

Address Line 4: Salt Lake City, UTAH 84111

ATTORNEY DOCKET NUMBER:

22303-00001

NAME OF SUBMITTER:

Russell K. Smith, Esq.

TRADEMARK

900007860

REEL: 002844 FRAME: 0516

OP \$115.00 76246279

Total Attachments: 2

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

ASSIGNMENT

WHEREAS, ACTV, Inc., a Delaware corporation, with offices at 275 Sacramento Street, San Francisco, CA and successor-in-interest to Bottle Rocket, Inc. ("ASSIGNOR") owns certain trademarks and/or service marks, and applications and/or registrations for such marks, as listed in Schedule 1 attached hereto and incorporated herein by this reference ("MARKS"); and

WHEREAS, BottleRocket Entertainment, Inc., a Delaware corporation, with offices at 100 Via de la Valle, Suite 100, Del Mar, California 92014 ("ASSIGNEE"), desires to acquire all of the right, title and interest of ASSIGNOR in, to and under the MARKS, together with the goodwill of the business symbolized by the MARKS;

WHEREAS, ASSIGNEE is a successor to a portion of the business of the ASSIGNOR to which the MARKS pertain;

WHEREAS, ASSIGNOR and ASSIGNEE have entered into a certain Assignment Agreement dated April __, 2004, assigning, among other things, all right, title and interest in and to the MARKS and in and to the registrations and applications for same from ASSIGNOR to ASSIGNEE;

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey unto ASSIGNEE its entire right, title and interest in and to the MARKS, and to the applications and registrations for the MARKS, together with the goodwill of the business symbolized by the MARKS and the portion of the business of the ASSIGNOR to which the MARKS pertain.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be duly executed by an authorized officer on this 30 day of April, 2004.

ACTV, Inc.,
a Delaware corporation,
Successor-in-Interest to Bottle Rocket, Inc.

By: 

Name: Mark Meacher

Title: Senior Vice President

BottleRocket PTO Assignment Agreement (Final version)

TRADEMARK
REEL: 002844 FRAME: 0518

SCHEDULE 1

MARKS

Federal Registered Trademarks:

1. Registration Number: 2298684
 Word Mark: BOTTLE ROCKET
 Type of Mark: Service Mark
2. Registration Number: 2312311
 Word Mark: BOTTLE ROCKET
 Type of Mark: Trademark
3. Registration Number: 2350547
 Word Mark: BOTTLE ROCKET
 Type of Mark: Trademark

Pending Intent-To-Use Trademark Application:

1. Serial Number: 76246279
 Word Mark: BOTTLE ROCKET
 Type of Mark: Trademark

BottleRocket PTO Assignment Agreement (Final version)