

9-20-05



09-23-2005



103087235

y Docket No. 038783.13480US

To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):

THE BRITISH BROADCASTING CORPORATION

Individuals(s) Association
 General Partnership Limited Partnership
 Corporate
 Other (British Company)

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

2. Name and address of receiving party(ies)

Name: BBC TECHNOLOGY HOLDINGS LIMITED

Street Address: Broadcasting House, Portland Place
London W1A 1AA,
United Kingdom

Individuals(s)
 Association
 General Partnership
 Limited Partnership
 Corporate (^)
 Other (British Company)

If assignee is not domiciled in the United States,
a domestic representative designated is attached:
 Yes No (Submitted with pending application)

Additional name(s) & address(es) attached?
 Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other: Merger/ Assignment / Name Change

Effective Date: September 18, 2004

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

A. Trademark Application No.(s)
76/542,392

B. Trademark Registration(s).

Additional numbers attached? Yes No

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

Gary R. Edwards, Esq.
CROWELL & MORING LLP
P.O. BOX 14300
Washington, D.C. 2004-4300
Phone: 202-624-2500
Facsimile: 202-628-8844

6. Total number of applications and registrations involved: 2

7. Total Fee (37 CFR 3.41): \$ 40.00
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 05-1323
 Authorized to be charged to Deposit Account

8. Deposit Account No. 05-1323
(Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN 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.

Gary R. Edwards, Esq. September 21, 2005
Date

TOTAL NUMBER OF PAGES INCLUDING COVER SHEET, ATTACHMENTS, AND DOCUMENT: 5

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks
MAIL STOP ASSIGNMENT RECORDATION SERVICES
Washington, D.C. 20231

09/22/2005 ECOMMER 00000208 76542392

01 FC:8521

40.00 DP

TRADEMARK REEL: 003227 FRAME: 0033

Dated

18 September

2004

THE BRITISH BROADCASTING CORPORATION

And

BBC TECHNOLOGY HOLDINGS LIMITED

Trade Mark and Goodwill Assignment

THIS AGREEMENT is made the 18th day of September 2004

BETWEEN:

- (1) **The British Broadcasting Corporation**, a company incorporated by Royal Charter in England with company number RC000057, of White City, 201 Wood Lane, London W12 7TS, United Kingdom ("the Assignor"); and
- (2) **BBC Technology Holdings Limited**, a company incorporated in England and Wales with company number 4128934, of Broadcasting House, Portland Place, London W1A 1AA, United Kingdom ("the Assignee").

RECITALS:

- A. The Assignor is the owner of the Community and United States trade mark applications set out in the Schedule ("the Trade Mark Applications").
- B. The Assignor has agreed to assign to the Assignee all of its right, title and interest in and to the trade mark Colledia (including the Trade Mark Applications) referred to in this Agreement as "the Trade Mark".

IT IS AGREED:

1. Assignment

In consideration of the sum of £1 (one pound), the Assignor hereby assigns to the Assignee with full title guarantee its legal and beneficial right, title and interest in and to the Trade Mark existing by virtue of registration or by use, and all goodwill that attaches to the Trade Mark, together with the right to bring proceedings, and claim damages and all other relief, for past and present infringements and other unauthorised uses of the Trade Mark.

2. Further Assurance

The Assignee will be responsible for the registration of this Agreement with the Office for Harmonisation in the Internal Market and the United States Patent and Trademarks Office. The Assignor will execute all documents, do all acts and things and provide all assistance as may be reasonably requested by the Assignee to give effect to the provisions of this Deed of Assignment. The Assignee will pay the Assignor's reasonable out-of-pocket expenses in respect of actions taken under this clause.

3. **Governing Law**

This Agreement is governed by and construed in accordance with the laws of England and Wales and is subject to the exclusive jurisdiction of the English courts.

**Signed on behalf of the British
Broadcasting Corporation**

Signature



Name

ELIZABETH ROUNCE

Position

LAWYER

**Signed on behalf of BBC
Technology Limited**

Signature



Name

A. CORCORAN

Position

MD

SCHEDULE

TRADE MARK APPLICATIONS

Country	Trade Mark	Application Number	Classes
European Community	COLLEDIA Word Mark	003102084	9, 16, 35, 37, 38, 41, 42
United States of America	COLLEDIA Word Mark	76/542392	9, 16, 35, 37, 38, 41, 42