

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HEARST COMMUNICATIONS, INC.		12/12/2003	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	MARVEL ENTERPRISES, INC.		
<b>Street Address:</b>	417 Fifth Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10016		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2077016	COVER CONCEPTS	
Registration Number:	2102655	COVER CONCEPTS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)576-8569		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	212 576-4033		
<b>Email:</b>	cpinkus@marvel.com		
<b>Correspondent Name:</b>	Eli Bard c/o Marvel Entertainment, Inc.		
<b>Address Line 1:</b>	417 Fifth Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Eli Bard		
<b>Signature:</b>	/elibard/		
<b>Date:</b>	09/18/2007		

CH \$65.00 2077016

Total Attachments: 4

source=CCassign#page1.tif

source=CCassign#page2.tif

source=CCassign#page3.tif

source=CCassign#page4.tif

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of December 12, 2003, between Hearst Communications, Inc., a Delaware corporation ("Assignor") and Marvel Enterprises, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, is using and is the owner of trademarks, service marks and trade names listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Marks and the registrations and applications thereof together with the goodwill of the business in connection with which Marks are used; and

WHEREAS, Assignor and Assignee, among others, have executed an Asset Purchase Agreement dated as of December 11, 2003 (the "Agreement"), pursuant to which Assignee is acquiring certain assets from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to the Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements. Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper (without the expenditure of funds) to vest full rights, title and interest in and to the Marks in the Assignee.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Trademark Assignment as of the date first written above.

HEARST COMMUNICATIONS, INC.

By: Mark F. Miller

Name: MARK F. MILLER

Title:

MARVEL ENTERPRISES, INC.

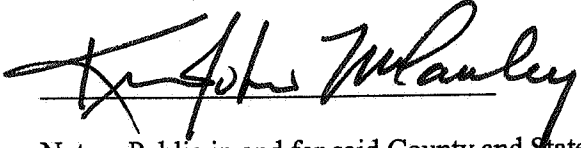
By: Kenneth P. West

Name: Kenneth P. West

Title: EVP & CFO

STATE OF NEW YORK     )  
COUNTY OF NEW YORK    )

On December 11, 2003 before me, Kevin John McCauley, personally appeared Mark F. Miller, personally known to me (or proved to me on the basis of satisfactory evidence) to be the persons whose names are subscribed to the within instrument and acknowledged to me that they executed the same in their authorized capacity, and that by their signature on the instrument the persons, or the entity upon behalf of which the persons acted, executed the instrument.  
WITNESS my hand and official seal.




KEVIN JOHN McCAULEY  
Notary Public, State of New York  
No. 02 MC4707979  
Qualified in New York County  
Commission Expires August 31, 2005

Notary Public in and for said County and State

Agreed to and Accepted by:

MARVEL ENTERPRISES, INC.

By:  \_\_\_\_\_

Name: Kenneth P. West

Title: EVP & CFO

**SCHEDULE A**

See attached

ACTIVE TRADEMARKS AS OF 09DE2003

Ctry	Trademark	Docket No.	Division	Curr Owner Desc	Attorney
USA	COVER CONCEPTS	008126	HMD	HEARST COMMUNICATIONS, INC.	BSA
STATUS G	APP.NO. 75/038,773	APP. DATE 03JA1996			
REG.NO.	2,077,016	REG. DATE 08JL1997			
EXP DATE 08JL2007	ACTION DUE DATE 08JL2002	ACTION			

GOODS

35

ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS BOTH THROUGH THE DISTRIBUTION OF BOOK COVE  
FEATURING ADVERTISEMENTS FOR SUCH GOODS AND SERVICES AND THROUGH THE DISTRIBUTION OF PRODUCT SAMPLES

USA	COVER CONCEPTS	008160	HMD	HEARST COMMUNICATIONS, INC.	BSA
STATUS G	APP.NO. 75/038,774	APP. DATE 03JA1996			
REG.NO.	2,102,655	REG. DATE 07OC1997			
EXP DATE 07OC2007	ACTION DUE DATE 07OC2002	ACTION			

GOODS

16

BOOK COVERS BEARING ADVERTISING MATERIALS OF OTHERS