



DATI  
RAL

12-22-1998

Tab settings

12-07-1998

U.S. Patent & TMO/TM Mail RcptDt. #54



To the Honorable

and Trademark

100927554

1 document or copy thereof.

1. Name of conveying party(ies):

Playboy Enterprises, Inc.

- Individual(s)
- General Partnership
- Corporation-State of Delaware
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

*MPD 12-7-98*

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: November 30, 1998

2. Name and address of receiving party(ies)

Name: Critics' Choice Video, Inc.

Internal Address:

Street Address: 680 North Lake Shore Drive  
Chicago, Illinois 60611

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of Illinois
- Other

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

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

ATTORNEY DOCKET NO.: \_\_\_\_\_

A. Trademark Application No.(s)

75/346,148  
75/461,139

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Sandra A. Collins  
Playboy Enterprises, Inc.  
680 North Lake Shore Drive  
Chicago, Illinois 60611

Direct Telephone Calls to: Sandra A. Collins  
at telephone No. (312) 751-8000

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231 on

Date: 12-02-98  
TYPED NAME: Sandra A. Collins

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41).....\$ 65.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-2117

(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.

Howard Shapiro  
Name of Person Signing

*[Signature]*  
Signature

December 2, 1998  
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 1828 FRAME: 0987

## ASSIGNMENT OF SERVICE MARKS

Whereas Playboy Enterprises, Inc., a Delaware corporation, located at 680 North Lake Shore Drive, Chicago, Illinois 60611, has adopted, used and is using the CC MUSIC service mark application Serial No. 75/346,148 and the CC VIDEO service mark application Serial No. 75-461,139; and

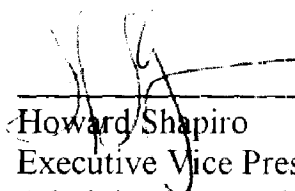
Whereas, Critics' Choice Video, Inc., an Illinois corporation, located at 680 North Lake Shore Drive, Chicago, Illinois 60611, is desirous of acquiring said service mark applications;

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, said Playboy Enterprises, Inc. does hereby assign to the said Critics' Choice Video, Inc. all right, title and interest in and to the service marks and goodwill attached thereto and of the business symbolized thereby.

PLAYBOY ENTERPRISES, INC

Date: December 2, 1998

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

  
Howard Shapiro  
Executive Vice President of Law and  
Administration and General Counsel