

04-19-2001

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USPTO ASSIGNMENT DIV.

002/005



# RECORDATION FORM COVER SHEET TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101680310

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

**1. Name of conveying party(ies):**

Televisa, S.A. de C.V.

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

- Association
- Limited Partnership

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

**2. Name and address of receiving party(ies)**

Name: Estrategia Televisa, S.A. de C.V.

Internal Address: Edificio A, Piso 4

Street Address: Avenida Vasco de Quiroga 2000

City: Mexico City State: Mexico ZIP: 01210

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State Mexico
- 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

**3. Nature of conveyance:**

4-9-01

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

Execution Date: \_\_\_\_\_

**4. Application number(s) or patent number(s):**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,408,822	1,287,314	2,352,219
1,078,093	1,473,593	
1,585,119	2,324,707	

Additional numbers attached?  Yes  No

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

Name: Norman P. Leventhal

Internal Address: Leventhal Senter & Lerman

Street Address: 2000 K St., N.W.

Suite 600

City: Washington State: D.C. ZIP: 20006

**6. Total number of applications and registrations involved:**

7

**7. Total fee (37 CFR 3.41):** \$100.00

- Enclosed
- Authorized to be charged to deposit account

**8. Deposit account number:**

190E

(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.

Norman P. Leventhal

Name of Person Signing

Signature

4/09/01

Date

Total number of pages including cover sheet, attachments, and document: 10

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

TRADEMARK

REEL: 002274 FRAME: 0006

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

Registrant: ESTRATEGIA TELEVISA,	)
S.A. DE C.V.	)
	)
	)
Registration No.:       2,408,822	)
	)
Mark:                    TELEVISA	)

TO:   Honorable Commissioner for Trademarks  
      Box: ASSIGNMENT/FEE  
      2900 Crystal Drive  
      Arlington, VA 22202-3513

**POWER OF ATTORNEY**  
**AND DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant hereby appoints Norman P. Leventhal and Janet Y. Shih, members of the Bar of the District of Columbia, and Elizabeth N. Alexander, member of the Bar of Illinois, and associated with the firm of Leventhal, Senter & Lerman P.L.L.C., 2000 K Street, N.W., Suite 600, Washington, D.C. 20006-1809, as its attorneys, with full power of substitution and revocation, to prosecute this application to register, to transact all business in the Patent and Trademark Office in connection therewith and is hereby designated as Representative's representative upon whom notice or process in proceedings affecting the mark may be served.

Registrant requests that all correspondence in connection with this registration be directed to Norman P. Leventhal.

ESTRATEGIA TELEVISA, S.A. de C.V.

By: 

\_\_\_\_\_  
JOAQUIN BALCARCEL  
Legal Director

Date:   March 30, 2001


**ASSIGNMENT OF INTELLECTUAL PROPERTY**

This ASSIGNMENT OF INTELLECTUAL PROPERTY, dated as of March 30, 2001, is entered into by and between Televisa, S.A. de C.V. ("Televisa"), and Estrategia Televisa, S.A. de C.V. ("Estrategia"), a corporation of Mexico.

1. Televisa owns the rights to the trademarks listed in schedule A (the "Marks") in the United States.
2. Accordingly, Televisa hereby assigns and Estrategia hereby assumes all rights, title and interest in the Marks.

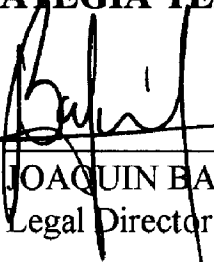
IN WITNESS WHEREOF, the parties hereto have caused this Assignment of Intellectual Property to be executed and delivered effective as of the date first written above.

**TELEVISA, S.A. de C.V.**

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

Title: Legal Director

**ESTRATEGIA TELEVISA, S.A. de C.V.**

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

JOAQUIN BALCARCEL  
Legal Director

# ATTACHMENT A

Mark	Registration Number	International Class
TELEVISA	2,408,822	38
Televisa Logo	1,078,093	38
24 HORAS	1,585,119	41
24 HORAS logo	1,287,314	41
MUNDO LATINO	1,473,593	41
ACULPACO BAY	2,324,707	41
THE GUILT	2,352,219	41

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