

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Release of Security Interest in Trademarks

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Bank of America, N.A.		02/03/2011	National Banking Association: UNITED STATES

**RECEIVING PARTY DATA**

<b>Name:</b>	Adultvision Communications, Inc.
<b>Street Address:</b>	680 North Lake Shore Drive
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60611
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	Alta Loma Entertainment, Inc.
<b>Street Address:</b>	680 North Lake Shore Drive
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60611
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	Lifestyle Brands, Ltd.
<b>Street Address:</b>	680 North Lake Shore Drive
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60611
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>Name:</b>	Playboy Entertainment Group, Inc.
<b>Street Address:</b>	680 North Lake Shore Drive
<b>City:</b>	Chicago
<b>State/Country:</b>	ILLINOIS

900184994

**TRADEMARK**  
 REEL: 004485 FRAME: 0792

CH \$8390.00 2072439

Postal Code:	60611
Entity Type:	CORPORATION: DELAWARE

Name:	Spice Entertainment, Inc.
Street Address:	680 North Lake Shore Drive
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
Entity Type:	CORPORATION: DELAWARE

Name:	Playboy Enterprises International, Inc.
Street Address:	680 North Lake Shore Drive
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
Entity Type:	CORPORATION: DELAWARE

Name:	Spice Hot Entertainment, Inc.
Street Address:	680 North Lake Shore Drive
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60611
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 335

Property Type	Number	Word Mark
Registration Number:	2072439	ADULTVISION
Registration Number:	2079844	ATV
Registration Number:	2079849	ATV
Registration Number:	777377	COVENTRY
Registration Number:	777378	SARAH
Registration Number:	2647004	SARAH COVENTRY
Serial Number:	78094019	COVENTRY
Serial Number:	78098103	COVENTRY
Serial Number:	76402158	COVENTRY
Serial Number:	76402534	COVENTRY
Serial Number:	76402482	COVENTRY USA
Serial Number:	76402014	COVENTRY USA

**TRADEMARK**

Serial Number:	76402017	COVENTRY USA
Serial Number:	76402533	COVENTRY USA
Serial Number:	76360590	COVENTRY
Serial Number:	76402179	COVENTRY
Serial Number:	76401371	SARAH COVENTRY
Serial Number:	76401030	SARAH COVENTRY
Serial Number:	76384771	SARAH COVENTRY
Registration Number:	636452	SARAH COVENTRY
Registration Number:	2054164	SARAH COVENTRY AMERICA
Registration Number:	1491870	SC
Registration Number:	1503021	SC
Registration Number:	1492152	SC
Registration Number:	1492548	SC
Registration Number:	788735	SC
Registration Number:	1987539	THE REALLY NAKED TRUTH
Registration Number:	2360843	HMH
Registration Number:	1707314	INSIDE OUT
Registration Number:	2279723	PLAYBOY CENTERFOLD
Registration Number:	2311644	POP
Registration Number:	2384047	
Registration Number:	2304130	
Registration Number:	2316371	SEXCETERA
Registration Number:	2380834	STRIP SEARCH
Registration Number:	2323763	THE SEXIEST PHONE CARDS ON THE PLANET!
Serial Number:	78098100	SARAH COVENTRY
Serial Number:	76402047	SARAH COVENTRY
Serial Number:	76402013	SARAH COVENTRY
Serial Number:	76402472	SARAH COVENTRY
Serial Number:	76402471	SARAH COVENTRY
Registration Number:	2638318	COM
Registration Number:	2615152	7 LIVES XPOSED
Registration Number:	2177599	AFTER DARK VIDEO
Registration Number:	2107075	AFTER DARK VIDEO
Registration Number:	810555	BUNNY
Registration Number:	0762884	

Registration Number:	2356709	CELEBRITY CENTERFOLD
Registration Number:	2275173	CENTERFOLD
Serial Number:	76244265	.COM SPORTSBOOK
Serial Number:	76244136	A DAY OF SEX IN AMERICA
Serial Number:	76391112	ADULTVISION
Serial Number:	75703085	ALTA LOMA
Serial Number:	78163100	ANDRITA STUDIOS
Serial Number:	76189206	BETTING BUNNY
Serial Number:	76485195	BUNNYPASS
Serial Number:	75576544	CENTERFOLD
Registration Number:	2114146	CENTERFOLD COLLECTOR CARDS
Registration Number:	2351406	CLASSIC CENTERFOLDS
Registration Number:	2376488	COMPETE
Registration Number:	2536128	DARK JUSTICE
Registration Number:	2170432	DREAM SCREEN
Registration Number:	2274327	EDEN
Registration Number:	2423102	ENTERTAINMENT FOR MEN
Registration Number:	2177319	EROS COLLECTION
Registration Number:	2204763	
Registration Number:	2608448	EROS COLLECTION
Serial Number:	76440143	CYBERCLUB
Serial Number:	78150725	CYBER CLUB
Serial Number:	76440144	CYBER GIRL
Serial Number:	76484102	CYBER GIRL
Serial Number:	78150719	CYBER GIRL
Serial Number:	76442355	FEMLIN
Registration Number:	740025	
Registration Number:	738387	
Registration Number:	740024	FEMLIN
Registration Number:	2378730	FOR COUPLES ONLY
Registration Number:	1678521	GIRLS OF SUMMER
Registration Number:	2309194	GIRLS OF THE INTERNET
Registration Number:	2148516	GIRLS OF THE INTERNET
Registration Number:	2333886	HMH
Registration Number:	2322504	HMH

Registration Number:	2107306	HMH
Registration Number:	2175681	HMH
Registration Number:	2386434	HMH
Registration Number:	2011646	HTTP://WWW.PLAYBOY.COM
Registration Number:	2107308	HUGH HEFNER
Serial Number:	76276033	HMH
Serial Number:	76424494	HOT NET
Registration Number:	1720057	INSIDE OUT
Registration Number:	2569859	INSTANT ACCESS
Registration Number:	738386	
Registration Number:	1751242	MAN TRACK
Registration Number:	2382636	MISS APRIL
Registration Number:	2382642	MISS AUGUST
Registration Number:	2382638	MISS DECEMBER
Registration Number:	2382637	MISS FEBRUARY
Registration Number:	2382630	MISS JANUARY
Registration Number:	2382640	MISS JUNE
Registration Number:	2382639	MISS MARCH
Registration Number:	2382633	MISS MAY
Registration Number:	2382634	MISS NOVEMBER
Registration Number:	2391141	MISS OCTOBER
Serial Number:	76384772	MAXIMUM EXPOSURE
Registration Number:	2382632	MISS SEPTEMBER
Registration Number:	2052853	NIGHT CALLS
Registration Number:	2426892	PASSION COVE
Registration Number:	689431	PLAYBOY
Registration Number:	755301	PLAYBOY
Registration Number:	764820	PLAYBOY
Registration Number:	1393914	PLAYBOY
Registration Number:	791734	PLAYBOY
Registration Number:	676726	PLAYBOY
Registration Number:	645386	PLAYBOY
Registration Number:	871552	PLAYBOY
Serial Number:	76417677	MS. PLAYBOY
Serial Number:	76440578	NIGHT CALLS 411

Serial Number:	76434181	NIGHT CALLS RADIO
Serial Number:	75734430	PASSION COVE
Serial Number:	75673336	PLAY4FUN
Registration Number:	1328611	PLAYBOY
Registration Number:	1308905	PLAYBOY
Registration Number:	1040491	PLAYBOY
Registration Number:	2020389	PLAYBOY
Registration Number:	600018	PLAYBOY
Registration Number:	2107294	PLAYBOY
Registration Number:	1320822	PLAYBOY
Registration Number:	1886578	PLAYBOY
Registration Number:	874451	PLAYBOY
Registration Number:	2469441	PLAYBOY
Registration Number:	2605118	PLAYBOY
Registration Number:	2626072	PLAYBOY
Registration Number:	2412958	PLAYBOY
Serial Number:	76428727	PLAYBOY
Serial Number:	78149184	PLAYBOY
Serial Number:	76083560	PLAYBOY
Registration Number:	2485583	PLAYBOY
Registration Number:	2420042	PLAYBOY
Registration Number:	769702	PLAYBOY
Registration Number:	2447001	PLAYBOY
Registration Number:	2445179	PLAYBOY
Registration Number:	2446799	PLAYBOY
Registration Number:	2482255	PLAYBOY
Registration Number:	2632523	PLAYBOY
Registration Number:	2631654	PLAYBOY
Registration Number:	2181438	PLAYBOY
Serial Number:	76442353	PLAYBOY
Serial Number:	76435180	PLAYBOY
Serial Number:	76280424	PLAYBOY
Serial Number:	78070069	PLAYBOY
Serial Number:	76263882	PLAYBOY
Registration Number:	2644619	PLAYBOY

Registration Number:	984548	PLAYBOY
Registration Number:	2107167	PLAYBOY AUDIO
Registration Number:	2537924	PLAYBOY BACHELOR PARTY
Registration Number:	2260234	PLAYBOY CENTERFOLD
Registration Number:	2322825	PLAYBOY CENTERFOLDS
Registration Number:	2322800	PLAYBOY CYBER CLUB
Registration Number:	2631495	PLAYBOY EXPOSED
Registration Number:	2644097	PLAYBOY FUNNIES
Registration Number:	2602728	JAZZ
Registration Number:	1279832	PLAYBOY JAZZ FESTIVAL
Registration Number:	2567100	PLAYBOY LOUNGE
Serial Number:	78098634	PLAYBOY AFTER DARK
Serial Number:	76244264	PLAYBOY BET EXCHANGE
Serial Number:	76244034	PLAYBOY CASINO
Serial Number:	78051619	PLAYBOY JAZZ
Registration Number:	2361962	PLAYBOY ONLINE
Registration Number:	2221735	PLAYBOY PLAYMATE ALUMNI ASSOCIATION
Registration Number:	2193907	PLAYBOY SELECT
Registration Number:	2490761	PLAYBOY SPA
Registration Number:	2593763	PLAYBOY SPECIAL EDITIONS
Registration Number:	1328616	PLAYBOY SPORT
Registration Number:	2661622	PLAYBOY STORE
Registration Number:	2190905	PLAYBOY TV
Registration Number:	2077341	PLAYBOY TV
Registration Number:	2319609	PLAYBOY TV NETWORKS
Registration Number:	1908471	PLAYBOY
Registration Number:	1318244	PLAYBOY
Registration Number:	2535629	PLAYBOY X-TREME TEAM
Registration Number:	2538068	PLAYBOY.COMVERSATION
Serial Number:	76434097	PLAYBOY RADIO
Serial Number:	76244033	PLAYBOY SPORTSBOOK.COM
Registration Number:	1733661	PLAYBOY'S
Registration Number:	1697592	PLAYBOY'S BATHING BEAUTIES
Registration Number:	1753861	PLAYBOY'S BLONDES BRUNETTES REDHEADS
Registration Number:	1666709	PLAYBOY'S BOOK OF LINGERIE

**TRADEMARK**

**REEL: 004485 FRAME: 0798**

Registration Number:	2637350	PLAYBOY'S CASTING CALLS
Registration Number:	1706665	PLAYBOY'S COLLEGE GIRLS
Registration Number:	2504457	PLAYBOY'S CYBER GIRLS
Registration Number:	1744466	PLAYBOY'S GIRLS OF WINTER
Registration Number:	1694327	PLAYBOY'S NUDES
Registration Number:	661391	PLAYBOY'S PLAYMATE OF THE MONTH
Registration Number:	1691469	PLAYBOY'S PLAYMATE REVIEW
Registration Number:	2584757	PLAYBOYSTORE.COM
Serial Number:	76485197	PLAYBOYNET
Serial Number:	76485196	PLAYBOYPLUS
Serial Number:	78061267	PLAYBOYRACINGUSA
Serial Number:	78028587	PLAYBOY'S DIRECTOR'S CUT
Registration Number:	2253285	PLAYMAT
Registration Number:	2191054	PLAYMATE
Registration Number:	2663899	PLAYMATE
Registration Number:	1399564	PLAYMATE
Registration Number:	2298170	PLAYMATE
Registration Number:	1393915	PLAYMATE
Registration Number:	990061	PLAYMATE
Serial Number:	76419768	PLAYBOYTV CLUB
Serial Number:	78067868	PLAYMATE
Serial Number:	76442357	PLAYMATE
Serial Number:	76038047	
Serial Number:	76263883	PLAYMATE
Serial Number:	76088310	PLAYMATE
Serial Number:	75673335	PLAYMATE
Serial Number:	75678317	PLAYMATE
Serial Number:	76157181	PLAYMATE
Registration Number:	1308903	PLAYMATE
Registration Number:	777867	PLAYMATE
Registration Number:	721987	PLAYMATE
Registration Number:	1462762	PLAYMATE OF THE YEAR
Registration Number:	1462569	PLAYMATE OF THE YEAR
Registration Number:	2191045	PLAYMATE PROFILE
Registration Number:	1404136	PLAYMATE



Registration Number:	2301586	PMOY
Registration Number:	2666917	
Registration Number:	2407227	
Serial Number:	76437856	PLAYMATE OF THE MONTH
Serial Number:	76005504	PLAYMATE OF THE YEAR
Serial Number:	76088306	PLAYMATE OF THE YEAR
Serial Number:	76354264	PLAYMATE OF THE YEAR
Serial Number:	76442354	PLAYMATE OF THE YEAR
Serial Number:	76005495	PMOY
Registration Number:	1308904	
Registration Number:	871553	
Registration Number:	873370	
Registration Number:	759207	
Registration Number:	1276276	
Registration Number:	2107307	
Registration Number:	679997	
Registration Number:	2618521	
Registration Number:	2443328	
Registration Number:	2449959	
Serial Number:	76442356	
Serial Number:	76482822	
Serial Number:	76489973	
Serial Number:	75706354	
Serial Number:	75706356	
Serial Number:	75689730	
Registration Number:	643926	
Registration Number:	1393913	
Registration Number:	2434256	
Registration Number:	2626133	
Registration Number:	2483351	
Registration Number:	728889	
Registration Number:	761793	
Registration Number:	2177521	
Registration Number:	2356096	
Registration Number:	1918754	

Registration Number:	2586538	
Registration Number:	764819	
Registration Number:	2109005	
Registration Number:	2556438	
Registration Number:	784504	
Serial Number:	76274834	
Registration Number:	791333	
Registration Number:	1058294	
Registration Number:	1192561	
Registration Number:	2297011	
Registration Number:	2021099	ROMANTICS BY PLAYBOY
Registration Number:	2548594	SEX COURT
Registration Number:	2462631	SEXCETERA
Registration Number:	2412149	SEXCETERA
Registration Number:	1366636	SPRING BREAK
Serial Number:	76283213	
Serial Number:	76263879	
Serial Number:	76435178	
Serial Number:	76435177	
Serial Number:	76437855	
Serial Number:	76276579	
Serial Number:	75920876	SUNSUAL
Registration Number:	746367	THE PLAYBOY CLUB
Registration Number:	1743106	THE PLAYBOY FOUNDATION
Registration Number:	1442822	VIDEO CENTERFOLD
Registration Number:	792715	VIP
Registration Number:	1826170	WET & WILD
Registration Number:	2301995	WET AND WILD
Serial Number:	78119396	THE PLAYBOY EDGE
Serial Number:	76466765	THE WEEKEND FLASH
Serial Number:	76419773	TV CLUB
Serial Number:	78061268	UNIQUELY PLAYMATES
Serial Number:	76079322	X X-TREME TEAM
Registration Number:	1433268	CABLE VIDEO STORE
Registration Number:	2015516	EROTIC SHOPPING FOR GROWN-UPS AT PLAY

TRADEMARK

REEL: 004485 FRAME: 0801

Registration Number:	2100636	INTERACTIVE SPICE
Registration Number:	2015515	PRIVATE SHOPPING FOR PRIVATE MOMENTS
Registration Number:	1690906	SPICE
Registration Number:	2616867	SPICE
Registration Number:	2659999	SPICE
Serial Number:	76154436	CYBERSPICE
Serial Number:	76159916	FRENCH SILK
Serial Number:	76475630	LOVE TRINKETS
Serial Number:	76414094	MALE ATTITUDES
Serial Number:	76414765	PRIVATE MEMBERS
Serial Number:	76160028	SENSUAL SWIRL
Serial Number:	75832225	SPICE
Serial Number:	75832382	SPICE
Registration Number:	2063530	SPICE NETWORKS
Registration Number:	2571163	SPICE PLATINUM
Registration Number:	2531780	SPICE STORE
Registration Number:	2602128	SPICE
Registration Number:	2660449	SPICE
Registration Number:	2091263	SPICE
Registration Number:	2573387	SPICETV
Registration Number:	2573388	SPICETV.COM
Serial Number:	76234183	SPICE CLUB
Serial Number:	78071287	SPICE HOT
Serial Number:	78037696	SPICE PLATINUM 2
Serial Number:	76185321	SPICE PLATINUM LIVE
Serial Number:	76172628	SPICE STIX
Serial Number:	76437857	SPICE TV CLUB
Serial Number:	76149153	SPICE
Serial Number:	76038001	SPICE
Serial Number:	76038000	SPICE
Serial Number:	76070331	SPICE
Serial Number:	76437349	SPICETV
Serial Number:	76417265	SPICETV
Serial Number:	76159915	SUGAR-N-SPICE
Serial Number:	76183150	VIBRATING LIPSTICK

Registration Number:	2585832	THE HOT NETWORK
Serial Number:	78565069	HUSH MONEY
Serial Number:	78398693	HUSH
Serial Number:	78588876	HOW BIG IS YOUR DEAL?
Serial Number:	78565047	HUSH
Serial Number:	78565054	HUSH
Registration Number:	2382641	MISS JULY
Serial Number:	76160029	E-VIBE

**CORRESPONDENCE DATA**

Fax Number: (917)777-4104  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 212-735-3000  
Email: robert.wise@skadden.com  
Correspondent Name: Elaine Ziff  
Address Line 1: 4 Times Square  
Address Line 2: Skadden Arps Slate Meagher & Flom LLP  
Address Line 4: New York, NEW YORK 10036

NAME OF SUBMITTER:	Elaine D. Ziff
Signature:	/eziff/
Date:	02/25/2011

**Total Attachments: 37**

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## RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE is made as of this 3<sup>rd</sup> day of February, 2011, by Bank of America, N.A., as Agent, a national banking association ("BOA"), in favor of Adultvision Communications, Inc., a Delaware corporation, Alta Loma Entertainment, Inc., a Delaware corporation, Lifestyle Brands, Ltd., a Delaware corporation, Playboy Entertainment Group, Inc., a Delaware corporation, Spice Entertainment, Inc., a Delaware corporation, Playboy Enterprises International, Inc., a Delaware corporation and Spice Hot Entertainment, Inc., a Delaware corporation (collectively the "Companies").

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which are hereby acknowledged, BOA hereby unconditionally and expressly releases, terminates, and extinguishes any and all of its right, title and interest in and to any and all liens and security interests it may have upon the trademarks listed on Schedule A attached hereto and made a part hereof, which liens and security interests were established under and pursuant to that certain Trademark Security Agreement dated as of March 11, 2003, made by Companies in favor of BOA.

BOA consents and agrees to execute and deliver, at the request and cost of Companies, such further instruments, documents and release forms as Companies may reasonably request to more effectively, release, terminate and extinguish any such liens and security interests upon such trademarks.

This Release shall be binding upon BOA's legal representatives, assigns and successors.

BANK OF AMERICA, N.A., as Agent

By: Megan Collins  
Name: Megan M. Collins  
Title: Vice President

Trademark Release

TRADEMARK  
REEL: 004485 FRAME: 0806

**SCHEDULE A**

**Trademarks**

**SEE ATTACHED**



Trademarks owned by  
Adultvision Communications, Inc.

see attached

SCHEDULE A

**Trademark List by Owner**

Page: 1

Owner: ADULTVISION COMMUNICATIONS, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
ADULTVISION (STYLIZED)	9600047/ United States of America	Registered 38,41	74/687549 ✓ 12-Jun-1995	2072439 17-Jun-1997
ATV	9600046/ United States of America	Registered 38,41	74/688248 ✓ 12-Jun-1995	2079844 15-Jul-1997
ATV (STYLIZED)	9500223/ United States of America	Registered 38,41	74/691892 ✓ 13-Jun-1995	2,079,849 15-Jul-1997

Trademarks owned by  
Lifestyle Brands, Ltd.

see attached

**Trademark List by Owner**

**Owner: LIFESTYLE BRANDS, LTD.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
COVENTRY	SC95000327/ United States of America	Published 9	78/094019 ✓ 19-Nov-2001	
COVENTRY	SC95000329/ United States of America	Published 18	78/098103 ✓ 13-Dec-2001	
COVENTRY	SC8800187/ United States of America	Registered 14	72-190342 ✓ 06-Apr-1964	777377 22-Sep-1964
COVENTRY AND EAGLE	SC95000341/ United States of America	Pending 14	76/402158 ✓ 01-May-2002	
COVENTRY AND EAGLE	SC95000339/ United States of America	Pending 18	76/402534 ✓ 01-May-2002	
COVENTRY U.S.A.	SC95000334/ United States of America	Published 25	76/402482 ✓ 01-May-2002	
COVENTRY U.S.A.	SC95000345/ United States of America	Pending 14	76/402014 ✓ 01-May-2002	
COVENTRY U.S.A.	SC95000342/ United States of America	Pending 18	76/402017 ✓ 01-May-2002	
COVENTRY U.S.A.	SC95000338/ United States of America	Published 9	76/402533 ✓ 01-May-2002	
COVENTRY WITH EAGLE LOGO	SC95000330/ United States of America	Published 9	76/360590 ✓ 18-Jan-2002	
COVENTRY WITH EAGLE LOGO	SC95000335/ United States of America	Published 25	76/402179 ✓ 01-May-2002	
SARAH (TYPED)	SC8900003/ United States of America	Registered 14	72-190, 343 ✓ 06-Apr-1964	777378 22-Sep-1964
SARAH COVENTRY	SC9500023/ United States of America	Registered 25	76/241971 ✓ 17-Apr-2001	2647004 11-May-2002
SARAH COVENTRY	SC95000332/ United States of America	Published 3	76/401371 ✓ 26-Apr-2002	
SARAH COVENTRY	SC95000333/ United States of America	Published 25	76/401030 ✓ 26-Apr-2002	
SARAH COVENTRY	SC95000331/ United States of America	Published 9	76/384771 ✓ 20-Mar-2002	

## Trademark List by Owner

Owner: LIFESTYLE BRANDS, LTD.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
SARAH COVENTRY	SC95000328/ United States of America	Published 18	78/098100 ✓ 13-Dec-2001	
SARAH COVENTRY (TYPED)	SC8800212/ United States of America	Registered 14	72-001851 ✓ 01-Feb-1956	636452 30-Oct-1956
SARAH COVENTRY AMERICA	9600154/ United States of America	Registered 9	74/732032 ✓ 13-Sep-1995	2054164 22-Apr-1997
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000343/ United States of America	Published 25	76/402047 ✓ 01-May-2002	
SARAH COVENTRY with Butterfly Design	SC95000344/ United States of America	Pending 18	76/402013 ✓ 01-May-2002	
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000340/ United States of America	Pending 14	76/402472 ✓ 01-May-2002	
SARAH COVENTRY with BUTTERFLY DESIGN	SC95000346/ United States of America	Published 9	76/402471 ✓ 01-May-2002	
SC & BUTTERFLY DESIGN (OLD)	SC8800242/ United States of America	Registered 3	73692363 ✓ 29-Oct-1987	1491870 14-Jun-1988
SC & BUTTERFLY DESIGN (OLD)	SC8800241/ United States of America	Registered 18	73693101 ✓ 02-Nov-1987	1503021 06-Sep-1988
SC & BUTTERFLY DESIGN (OLD)	SC8800243/ United States of America	Registered 14	73692464 ✓ 29-Oct-1987	1492152 14-Jun-1988
SC & BUTTERFLY DESIGN (OLD)	SC8800244/ United States of America	Registered 35	73692437 ✓ 29-Oct-1987	1492548 14-Jun-1988
SC (TYPED)	SC8800240/ United States of America	Registered 14	72193707 ✓	788735 27-Apr-1965

Trademarks owned by  
Playboy Entertainment Group, Inc.

see attached

# Trademark List by Owner

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Owner: PLAYBOY ENTERTAINMENT GROUP, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
THE REALLY NAKED TRUTH & DESIGN	97000575/ United States of America	Registered 41	74/538407 16-Jun-1994	1987539 16-Jul-1996

Trademarks owned by  
Playboy Enterprises, Inc.

see attached



## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
HMH	96011649/ United States of America	Registered 6	75/602790 ✓ 10-Dec-1998	2360843 20-Jun-2000
INSIDE OUT	9200087/ United States of America	Registered 41	74158816 ✓ 19-Apr-1991	1707314 11-Aug-1992
PLAYBOY CENTERFOLD	9600874/ United States of America	Registered 42	75/233654 ✓ 24-Jan-1997	2279723 21-Sep-1999
POP	96011695/ United States of America	Registered 42	75611086 ✓ 22-Dec-1998	2311644 25-Jan-2000
RABBIT HEAD DESIGN	96011499/ United States of America	Registered 8	75/568736 ✓ 02-Oct-1998	2384047 05-Sep-2000
RABBIT HEAD DESIGN	96011569/ United States of America	Registered 9	75583680 ✓ 03-Nov-1998	2304130 28-Dec-1999
SEXCETERA	96011696/ United States of America	Registered 42	75/611057 ✓ 22-Dec-1998	2316371 08-Feb-2000
STRIP SEARCH	96011811/ United States of America	Registered 9	75/657284 ✓ 10-Mar-1999	2380834 29-Aug-2000
THE SEXIEST PHONE CARDS ON THE PLANET!	96011698/ United States of America	Registered 36	75/611489 ✓ 23-Dec-1998	2323763 29-Feb-2000

Trademarks owned by  
Playboy Enterprises International, Inc.

see attached

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
(RABBIT HEAD DESIGN).COM	97000102/ United States of America	Registered 41, 42	76/125004 ✓ 10-Apr-2001	2638318 22-Oct-2002
(RHD).COM SPORTSBOOK	97000332/ United States of America	Published 36, 41	76/244265 ✓ 20-Apr-2001	
7 LIVES XPOSED	97000466/ United States of America	Registered 41	76/330155 ✓ 26-Oct-2001	2615152 03-Sep-2002
A DAY OF SEX IN AMERICA	97000330/ United States of America	Published 16	76/244136 ✓ 20-Apr-2001	
ADULTVISION	97000525/ United States of America	Pending 41	76/391112 ✓ 03-Apr-2002	
AFTER DARK VIDEO	9600914/ United States of America	Registered 35	75/256252 ✓ 12-Mar-1997	2177599 28-Jul-1998
AFTER DARK VIDEO	9600631/ United States of America	Registered 9	75/182291 ✓ 16-Oct-1996	2107075 21-Oct-1997
ALTA LOMA	96011910/ United States of America	Published 41	75/703085 ✓ 11-May-1999	
ANDRITA STUDIOS	97000633/ United States of America	Pending 41	78/163100 ✓ 11-Sep-2002	
BETTING BUNNY	97000215/ United States of America	Published 9, 36, 41	76/189206 ✓ 03-Jan-2001	
BUNNY	9600646/ United States of America	Registered 42	72/233496 ✓ 29-Nov-1965	810,555 28-Jun-1966
BUNNY COSTUME	9600645/ United States of America	Registered 42	72/171655 ✓ 24-Jun-1963	0762884 07-Jan-1964
BUNNYPASS	97000852/ United States of America	Pending 41	76/485195 ✓ 27-Jan-2003	
CELEBRITY CENTERFOLD	96011448/ United States of America	Registered 9	75/536194 ✓ 13-Aug-1998	2356709 13-Jun-2000
CENTERFOLD	96011551/ United States of America	Suspended 42	75/576544 ✓ 26-Oct-1998	
CENTERFOLD	9600693/ United States of America	Registered 9, 16	75/250900 ✓ 03-Mar-1997	2275173 07-Sep-1999

## Trademark List by Owner

Owner: **PLAYBOY ENTERPRISES INTERNATIONAL, INC.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
<b>CENTERFOLD COLLECTOR CARDS</b>	9600647/ United States of America	Registered 16	75/200931 ✓ 20-Nov-1996	2114146 18-Nov-1997
<b>CLASSIC CENTERFOLDS</b>	96011550/ United States of America	Registered 16	75/577252 ✓ 26-Oct-1998	2351406 23-May-2000
<b>COMPETE</b>	96011340/ United States of America	Registered 41	75/444459 ✓ 04-Mar-1998	2376488 15-Aug-2000
<b>CYBER(RHD)CLUB</b>	97000603/ United States of America	Pending 42	76/440143 ✓ 08-Aug-2002	
<b>CYBER(RHD)CLUB</b>	97000593/ United States of America	Pending 9	78/150725 ✓ 05-Aug-2002	
<b>CYBER(RHD)GIRL</b>	97000604/ United States of America	Pending 42	76/440144 ✓ 08-Aug-2002	
<b>CYBER(RHD)GIRL</b>	97000849/ United States of America	Pending 14	76/484102 ✓ 23-Jan-2003	
<b>CYBER(RHD)GIRLS</b>	97000594/ United States of America	Pending 9	78/150719 ✓ 05-Aug-2002	
<b>DARK JUSTICE</b>	97000139/ United States of America	Registered 41	76/172627 ✓ 29-Nov-2000	2536128 05-Feb-2002
<b>DREAM SCREEN</b>	9600846/ United States of America	Registered 9	75/244736 ✓ 18-Jul-1996	2170432 30-Jun-1998
<b>EDEN</b>	96011431/ United States of America	Registered 41	75/520926 ✓ 17-Jul-1998	2274327 31-Aug-1999
<b>ENTERTAINMENT FOR MEN</b>	96012064/ United States of America	Registered 16	75/829000 ✓ 21-Oct-1999	2423102 23-Jan-2001
<b>EROS COLLECTION</b>	9600672/ United States of America	Registered 9	75/135074 ✓ 16-Jul-1996	2177319 28-Jul-1998
<b>EROS COLLECTION</b>	9600673/ United States of America	Registered 41	75/118354 ✓ 13-Jun-1996	2204763 ✓ 24-Nov-1998
<b>EROS COLLECTION and Design</b>	96011914/ United States of America	Registered 9	75706352 ✓ 14-May-1999	2608448 20-Aug-2002
<b>FEMLIN</b>	97000632/ United States of America	Pending 9	76/442355 ✓ 22-Aug-2002	

**Trademark List by Owner**

Owner: **PLAYBOY ENTERPRISES INTERNATIONAL, INC.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
<b>FEMLIN (DESIGN)</b>	9000337/ United States of America	Registered 21	72/141296 ✓ 02-Apr-1962	740025 30-Oct-1962
<b>FEMLIN (DESIGN)</b>	9000341/ United States of America	Registered 42	72/122698 ✓ 23-Jun-1961	738387 25-Sep-1962
<b>FEMLIN (WORD)</b>	9000342/ United States of America	Registered 21	72/140944 ✓ 28-Mar-1962	740024 30-Oct-1962
<b>FOR COUPLES ONLY</b>	96011686/ United States of America	Registered 9	75/606363 ✓ 16-Dec-1998	2378730 22-Aug-2000
<b>GIRLS OF SUMMER</b>	9100531/ United States of America	Registered 16	74/149675 ✓ 20-Mar-1991	1.678.521 10-Mar-1992
<b>GIRLS OF THE INTERNET</b>	96011627/ United States of America	Registered 9	75/600214 ✓ 07-Dec-1998	2309194 18-Jan-2000
<b>GIRLS OF THE INTERNET</b>	9600026/ United States of America	Registered 41	75/010382 ✓ 25-Oct-1995	2,148,516 07-Apr-1998
<b>HMH</b>	96011622/ United States of America	Registered 21	75/599718 ✓ 04-Dec-1998	2333886 21-Mar-2000
<b>HMH</b>	96011621/ United States of America	Registered 25	75/599719 ✓ 04-Dec-1998	2322504 22-Feb-2000
<b>HMH</b>	97000357/ United States of America	Published 30	76/276033 ✓ 25-Jun-2001	
<b>HMH (STYLIZED LETTERS)</b>	9600681/ United States of America	Registered 34	75/195961 ✓ 08-Nov-1996	2107306 21-Oct-1997
<b>HMH (Stylized letters)</b>	9100493/ United States of America	Registered 14	75/226147 ✓ 15-Jan-1997	2175681 21-Jul-1998
<b>HMH MANSION GATE DESIGN</b>	96011630/ United States of America	Registered 25	75/602063 ✓ 09-Dec-1998	2386434 12-Sep-2000
<b>HOT NET AND DESIGN</b>	97000580/ United States of America	Published 41	76/424494 ✓ 24-Jun-2002	
<b>HTTP://WWW.PLAYBOY.COM</b>	9500200/ United States of America	Registered 42	74/701251 ✓ 14-Jul-1995	2011646 29-Oct-1996
<b>HUGH M. HEFNER (SIGNATURE)</b>	9600682/ United States of America	Registered 34	75/195963 ✓ 08-Nov-1996	2107308 21-Oct-1997

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Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
INSIDE OUT AND DESIGN	9100514/ United States of America	Registered 9	74246397 ✓ 14-Feb-1992	1720057 29-Sep-1992
INSTANT ACCESS	97000329/ United States of America	Registered 38, 41	76/242093 ✓ 17-Apr-2001	2569859 14-May-2002
KEY W/RABBIT HEAD DESIGN	9000345/ United States of America	Registered 42	72122697 ✓ 23-Jun-1961	738386 25-Sep-1962
MAN TRACK	9300370/ United States of America	Registered 16	74/250034 ✓ 26-Feb-1992	1751242 09-Feb-1993
MAXIMUM EXPOSURE	97000521/ United States of America	Pending 41	76/384772 ✓ 20-Mar-2002	
MISS APRIL	96011825/ United States of America	Registered 16	75/669169 ✓ 26-Mar-1999	2382636 05-Sep-2000
MISS AUGUST	96011829/ United States of America	Registered 16	75/669185 ✓ 26-Mar-1999	2382642 05-Sep-2000
MISS DECEMBER	96011833/ United States of America	Registered 16	75/669173 ✓ 26-Mar-1999	2382638 05-Sep-2000
MISS FEBRUARY	96011823/ United States of America	Registered 16	75/669170 ✓ 26-Mar-1999	2382637 05-Sep-2000
MISS JANUARY	96011822/ United States of America	Registered 16	75/668607 ✓ 26-Mar-1999	2382630 05-Sep-2000
MISS JULY	96011828/ United States of America	Registered 16	75/669178 ✓ 26-Mar-1999	2382641 05-Sep-2000
MISS JUNE	96011827/ United States of America	Registered 16	75/669177 ✓ 26-Mar-1999	2382640 05-Sep-2000
MISS MARCH	96011824/ United States of America	Registered 16	75/669174 ✓ 26-Mar-1999	2382639 05-Sep-2000
MISS MAY	96011826/ United States of America	Registered 16	75/669104 ✓ 26-Mar-1999	2382633 05-Sep-2000
MISS NOVEMBER	96011832/ United States of America	Registered 16	75/669106 ✓ 26-Mar-1999	2382634 05-Sep-2000
MISS OCTOBER	96011831/ United States of America	Registered 16	75/673096 ✓ 26-Mar-1999	2391141 03-Oct-2000

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
MISS SEPTEMBER	96011830/ United States of America	Registered 16	75/669101 ✓ 26-Mar-1999	2382632 05-Sep-2000
MS. PLAYBOY	97000560/ United States of America	Published 21	76/417677 ✓ 07-Jun-2002	
NIGHT CALLS	9600684/ United States of America	Registered 41	75/125974 ✓ 26-Jun-1996	2,052,853 15-Apr-1997
NIGHT CALLS 411	97000606/ United States of America	Published 41	76/440578 ✓ 15-Aug-2002	
NIGHT CALLS RADIO	97000582/ United States of America	Published 41	76/434181 ✓ 25-Jul-2002	
PASSION COVE	96012101/ United States of America	Registered 41	75/915954 ✓ 10-Oct-2000	2426892 06-Feb-2001
PASSION COVE	96011958/ United States of America	Published 9	75/734430 ✓ 23-Jun-1999	
PLAY BOY	9000269/ United States of America	Registered 28	72034559 ✓ 29-Jul-1957	689431 08-Dec-1959
PLAY4FUN	97000639/ United States of America	Published 42	75/673336 ✓ 02-Apr-1999	
PLAYBOY	9000270/ United States of America	Registered 34	72160485 ✓ 10-Jan-1963	755301 27-Aug-1963
PLAYBOY	9000271/ United States of America	Registered 3	72166996 ✓ 18-Apr-1963	764,820 11-Feb-1964
PLAYBOY	9000286/ United States of America	Registered 9	73563849 ✓ 18-Oct-1985	1393914 20-May-1986
PLAYBOY	9000273/ United States of America	Registered 16	72193952 ✓ 21-May-1964	791734 29-Jun-1965
PLAYBOY	9000268/ United States of America	Registered 16	72/051788 ✓ 16-May-1958	676726 07-Apr-1959
PLAYBOY	9000267/ United States of America	Registered 14	72016694 ✓ 01-Oct-1956	645386 14-May-1957
PLAYBOY	8900797/ United States of America	Registered 18	286,817 13-Dec-1967	871,552 ✓ 24-Jun-1969

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOY	9000285/ United States of America	Registered 25	73341544 ✓ 14-Dec-1981	1328611 02-Apr-1985
PLAYBOY	9000284/ United States of America	Registered 14	73464290 ✓ 06-Feb-1984	1308905 11-Dec-1984
PLAYBOY	9000278/ United States of America	Registered 9	73/065847 ✓ 14-Oct-1975	1040491 01-Jun-1976
PLAYBOY	97000566/ United States of America	Published 14	76/428727 ✓ 09-Jul-2002	
PLAYBOY	9500198/ United States of America	Registered 42	74/702656 ✓ 13-Jul-1995	2020389 03-Dec-1996
PLAYBOY	9000435/ United States of America	Registered 16	71664940 ✓ 21-Apr-1954	600018 28-Dec-1954
PLAYBOY	9600713/ United States of America	Registered 34	75/194996 ✓ 08-Nov-1996	2107294 21-Oct-1997
PLAYBOY	9100605/ United States of America	Registered 25	73264124 ✓ 30-May-1980	1320822 19-Feb-1985
PLAYBOY	9400493/ United States of America	Registered 9	73400744 ✓ 10-Jun-1993	1886578 28-Mar-1995
PLAYBOY	9000275/ United States of America	Registered 35	72/292374 ✓ 04-Mar-1968	874451 05-Aug-1969
PLAYBOY	96012209/ United States of America	Registered 21	76/020905 ✓ 07-Apr-2000	2469441 17-Jul-2001
PLAYBOY	97000586/ United States of America	Published 28	78/149184 ✓ 31-Jul-2002	
PLAYBOY	96011498/ United States of America	Registered 28	75/562928 ✓ 02-Oct-1998	2605118 06-Aug-2002
PLAYBOY	97000083/ United States of America	Registered 28	76/088316 ✓ 11-Jul-2000	2626072 24-Sep-2002
PLAYBOY	97000029/ United States of America	Published 28	76/083560 ✓ 06-Jul-2000	
PLAYBOY	96011580/ United States of America	Registered 18	75/584965 ✓ 09-Nov-1998	2412958 12-Dec-2000



## Trademark List by Owner

Owner: **PLAYBOY ENTERPRISES INTERNATIONAL, INC.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOY	96011400/ United States of America	Registered 25	75/500930 ✓ 12-Jun-1998	2485583 04-Sep-2001
PLAYBOY	96011893/ United States of America	Registered 3	75/694654 ✓ 29-Apr-1999	2420042 09-Jan-2001
PLAYBOY	9000272/ United States of America	Registered 41	72173452 ✓ 22-Jul-1963	769702 12-May-1964
PLAYBOY	96011954/ United States of America	Registered 12	75/735764 ✓ 23-Jun-1999	2447001 24-Apr-2001
PLAYBOY	96011990/ United States of America	Registered 15	75/754882 ✓ 20-Jul-1999	2445179 17-Apr-2001
PLAYBOY	97000630/ United States of America	Pending 9	76/442353 ✓ 22-Aug-2002	
PLAYBOY	96011497/ United States of America	Registered 8	75/562929 ✓ 02-Oct-1998	2446799 24-Apr-2001
PLAYBOY	97000026/ United States of America	Registered 41	76/108684 ✓ 10-Apr-2001	2482255 28-Aug-2001
PLAYBOY	96012097/ United States of America	Registered 16	76/005003 ✓ 20-Mar-2000	2632523 08-Oct-2002
PLAYBOY	96011885/ United States of America	Registered 9	75/689731 ✓ 22-Apr-1999	2635849 15-Oct-2002
PLAYBOY	97000504/ United States of America	Registered 41	76/366684 ✓ 01-Feb-2002	2631654 08-Oct-2002
PLAYBOY	97000592/ United States of America	Pending 11	76/435180 ✓ 29-Jul-2002	
PLAYBOY	97000369/ United States of America	Published 5	76/280424 ✓ 03-Jul-2001	
PLAYBOY	97000363/ United States of America	Published 9	78/070069 ✓ 20-Jun-2001	
PLAYBOY	9600778/ United States of America	Registered 14	75/226140 ✓ 15-Jan-1997	2181438 11-Aug-1998
PLAYBOY	97000347/ United States of America	Published 6	76/263882 ✓ 29-May-2001	

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOY	9700352/ United States of America	Registered 30	78/067867 ✓ 07-Jun-2001	2644619 29-Oct-2002
PLAYBOY AFTER DARK	9700481/ United States of America	Pending 41	78/098634 ✓ 17-Dec-2001	
PLAYBOY AND RABBIT HEAD DESIGN	9000439/ United States of America	Registered 25	72238954 ✓ 16-Feb-1966	984548 21-May-1974
PLAYBOY AUDIO AND DESIGN	9600686/ United States of America	Registered 9	75/188096 ✓ 23-Oct-1996	2107167 21-Oct-1997
PLAYBOY BACHELOR PARTY	9700031/ United States of America	Registered 41	76/116787 ✓ 10-Apr-2001	2537924 12-Feb-2002
PLAYBOY BET EXCHANGE	9700334/ United States of America	Published 41	76/244264 ✓ 20-Apr-2001	
PLAYBOY CASINO	9700331/ United States of America	Published 36, 41	76/244034 ✓ 20-Apr-2001	
PLAYBOY CENTERFOLD	9600694/ United States of America	Registered 9, 16	75/250901 ✓ 03-Mar-1997	2260234 13-Jul-1999
PLAYBOY CENTERFOLDS	96011047/ United States of America	Registered 42	75/368956 ✓ 06-Oct-1997	2322825 29-Feb-2000
PLAYBOY CYBER CLUB	96011004/ United States of America	Registered 42	75/347353 ✓ 26-Aug-1997	2322800 29-Feb-2000
PLAYBOY EXPOSED	97000480/ United States of America	Registered 9	76/349401 ✓ 17-Dec-2001	2631495 08-Oct-2002
PLAYBOY FUNNIES	97000271/ United States of America	Registered 16	76/193861 ✓ 12-Jan-2001	2644097 29-Oct-2002
PLAYBOY JAZZ	97000403/ United States of America	Published 9	78/051619 ✓ 06-Mar-2001	
PLAYBOY JAZZ DESIGN	97000313/ United States of America	Registered 9	76/244263 ✓ 20-Apr-2001	2602728 30-Jul-2002
PLAYBOY JAZZ FESTIVAL	8900489/ United States of America	Registered 16,25,41	73/415751 ✓ 04-Mar-1983	1.279.832 29-May-1984
PLAYBOY LOUNGE	97000197/ United States of America	Registered 41	76/198036 ✓ 23-Jan-2001	2567100 07-May-2002

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOY ONLINE and Design	96011913/ United States of America	Registered 42	75/706247 ✓ 14-May-1999	2361962 27-Jun-2000
PLAYBOY PLAYMATE ALUMNI ASSOCIATION	96011341/ United States of America	Registered 16	Registered 04-Mar-1998	75/444470 2221735 ✓ 02-Feb-1999
PLAYBOY RADIO	97000581/ United States of America	Published 41	76/434097 ✓ 25-Jul-2002	
PLAYBOY SELECT	96011310/ United States of America	Registered 36	75/394490 ✓ 21-Nov-1997	2193907 06-Oct-1998
PLAYBOY SPA	97000141/ United States of America	Registered 3	76/145547 ✓ 10-Oct-2000	2490761 18-Sep-2001
PLAYBOY SPECIAL EDITIONS	97000088/ United States of America	Registered 16, 41	76/095361 ✓ 19-Jul-2000	2593763 16-Jul-2002
PLAYBOY SPORT	9000249/ United States of America	Registered 25	73391489 ✓ 28-Sep-1982	1328616 02-Apr-1985
PLAYBOY SPORTSBOOK.COM	97000333/ United States of America	Published 36, 41	76/244033 ✓ 20-Apr-2001	
PLAYBOY STORE	97000173/ United States of America	Registered 35	76/158756 ✓ 02-Nov-2000	2661622 17-Dec-2002
PLAYBOY TV	96010981/ United States of America	Registered 41	75/344894 ✓ 21-Aug-1997	2190905 22-Sep-1998
PLAYBOY TV AND DESIGN	9600742/ United States of America	Registered 41	75117215 ✓ 11-Jun-1996	2077341 08-Jul-1997
PLAYBOY TV NETWORKS and Design	96011915/ United States of America	Registered 41	75/706373 ✓ 14-May-1999	2319609 15-Feb-2000
PLAYBOY W/ RABBIT HEAD DESIGN	9400593/ United States of America	Registered 18	74/522307 ✓ 06-May-1994	1908471 01-Aug-1995
PLAYBOY W/RABBIT HEAD DESIGN	9000587/ United States of America	Registered 25	73424324 ✓ 03-May-1983	1318244 05-Feb-1985
PLAYBOY X-TREME TEAM	96012088/ United States of America	Registered 41	75/928939 ✓ 25-Feb-2000	2535629 05-Feb-2002
PLAYBOY.COMVERSATION	97000233/ United States of America	Registered 41	76/191127 ✓ 08-Jan-2001	2538068 12-Feb-2002

## Trademark List by Owner

Owner: **PLAYBOY ENTERPRISES INTERNATIONAL, INC.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOYNET	97000850/ United States of America	Pending 41	76/485197 ✓ 27-Jan-2003	
PLAYBOYPLUS	97000851/ United States of America	Pending 41	76/485196 ✓ 27-Jan-2003	
PLAYBOYRACINGUSA	97000337/ United States of America	Published 36, 41	78/061267 ✓ 01-May-2001	
PLAYBOY'S	9100417/ United States of America	Registered 41	74/132604 ✓ 23-Jan-1991	1733661 17-Nov-1992
PLAYBOY'S BATHING BEAUTIES	9100423/ United States of America	Registered 16	74/146497 ✓ 05-Mar-1991	1697592 30-Jun-1992
PLAYBOY'S BLONDES BRUNETTES REDHEADS	9100424/ United States of America	Registered 16	74/146495 ✓ 05-Mar-1991	1753861 23-Feb-1993
PLAYBOY'S BOOK OF LINGERIE	9000905/ United States of America	Registered 16	74/116048 ✓ 16-Nov-1990	1666709 03-Dec-1991
PLAYBOY'S CASTING CALLS	97000261/ United States of America	Registered 9, 16	78/037726 ✓ 04-Dec-2000	2637350 15-Oct-2002
PLAYBOY'S COLLEGE GIRLS	9100422/ United States of America	Registered 16	74/146492 ✓ 05-Mar-1991	1706665 11-Aug-1992
PLAYBOY'S CYBER GIRLS	97000219/ United States of America	Registered 42	76/197191 ✓ 19-Jan-2001	2504457 06-Nov-2001
PLAYBOY'S DIRECTOR'S CUT	97000138/ United States of America	Published 41	78/028587 ✓ 02-Oct-2000	
PLAYBOY'S GIRLS OF WINTER	9100425/ United States of America	Registered 16	74/146494 ✓ 05-Mar-1991	1744466 05-Jan-1993
PLAYBOY'S NUDES	9100484/ United States of America	Registered 16	74/153753 ✓ 02-Apr-1991	1694327 16-Jun-1992
PLAYBOY'S PLAYMATE OF THE MONTH	9000328/ United States of America	Registered 16	72/020267 ✓ 03-Dec-1956	661391 06-May-1958
PLAYBOY'S PLAYMATE REVIEW	9100420/ United States of America	Registered 16	74/146496 ✓ 05-Mar-1991	1691469 09-Jun-1992
PLAYBOYSTORE.COM	97000174/ United States of America	Registered 35	76/158758 ✓ 02-Nov-2000	2584757 25-Jun-2002

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYBOYTV CLUB	97000564/ United States of America	Pending 41	76/419768 ✓ 12-Jun-2002	
PLAYMAT	96011332/ United States of America	Registered 9	75/450860 ✓ 16-Mar-1998	2253285 15-Jun-1999
PLAYMATE	97000353/ United States of America	Published 30	78/067868 ✓ 07-Jun-2001	
PLAYMATE	97000631/ United States of America	Pending 9	76/442357 ✓ 22-Aug-2002	
PLAYMATE	96012206/ United States of America	Pending 9	76/038047 ✓ 01-May-2000	
PLAYMATE	97000346/ United States of America	Published 6	76/263883 ✓ 29-May-2001	
PLAYMATE	97000082/ United States of America	Published 28	76/088310 ✓ 11-Jul-2000	
PLAYMATE	96011046/ United States of America	Registered 42	75/368959 ✓ 06-Oct-1997	2191054 22-Sep-1998
PLAYMATE	97000089/ United States of America	Registered 16	76/005403 ✓ 20-Mar-2000	2663899 17-Dec-2002
PLAYMATE	9100602/ United States of America	Registered 25	73558616 ✓ 16-Sep-1985	1399564 01-Jul-1986
PLAYMATE	96011570/ United States of America	Registered 9	75/582250 ✓ 03-Nov-1998	2298170 07-Dec-1999
PLAYMATE	96011838/ United States of America	Published 28	75/673335 ✓ 02-Apr-1999	
PLAYMATE	96011873/ United States of America	Published 9	75/678317 ✓ 09-Apr-1999	
PLAYMATE	97000170/ United States of America	Published 9	76/157181 ✓ 31-Oct-2000	
PLAYMATE	9000318/ United States of America	Registered 9	73563856 ✓ 18-Oct-1985	1393915 20-May-1986
PLAYMATE	9000324/ United States of America	Registered 28	72450541 ✓ 05-Mar-1973	990061 06-Aug-1974

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
PLAYMATE	9000317/ United States of America	Registered 14	73464145 ✓ 06-Feb-1984	1308903 11-Dec-1984
PLAYMATE	9000322/ United States of America	Registered 14	72187491 ✓ 26-Feb-1964	777867 29-Sep-1964
PLAYMATE	9000316/ United States of America	Registered 16	72040119 ✓ 05-Nov-1957	721987 26-Sep-1961
PLAYMATE OF THE MONTH	97000589/ United States of America	Pending 28	76/437856 ✓ 05-Aug-2002	
PLAYMATE OF THE YEAR	9000327/ United States of America	Registered 16	73619058 ✓ 10-Sep-1981	1462762 27-Oct-1987
PLAYMATE OF THE YEAR	9000326/ United States of America	Registered 9	73/619062 ✓ 10-Sep-1986	1.462.569 27-Oct-1987
PLAYMATE OF THE YEAR	97000097/ United States of America	Published 16	76/005504 ✓ 20-Mar-2000	
PLAYMATE OF THE YEAR	97000270/ United States of America	Published 28	76/088306 ✓ 11-Jul-2000	
PLAYMATE OF THE YEAR	97000492/ United States of America	Published 34	76/354264 ✓ 02-Jan-2002	
PLAYMATE OF THE YEAR	97000628/ United States of America	Pending 9	76/442354 ✓ 22-Aug-2002	
PLAYMATE PROFILE	96011055/ United States of America	Registered 9	75/363935 ✓ 26-Sep-1997	2191045 22-Sep-1998
PLAYMATE W/RABBIT HEAD DESIGN	9000333/ United States of America	Registered 25	73558617 ✓ 16-Sep-1985	1404136 05-Aug-1986
PMOY	96011404/ United States of America	Registered 16	75/467337 ✓ 13-Apr-1998	2301586 21-Dec-1999
PMOY	97000130/ United States of America	Published 16	76/005495 ✓ 20-Mar-2000	
RABBIT HEAD DESIGN	97000103/ United States of America	Registered 16	76/005004 ✓ 20-Mar-2000	2666917 24-Dec-2002
RABBIT HEAD DESIGN	96011819/ United States of America	Registered 12	75/664960 ✓ 22-Mar-1999	2407227 21-Nov-2000

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
RABBIT HEAD DESIGN	9000305/ United States of America	Registered 14	73464146 ✓ 06-Feb-1984	1308904 11-Dec-1984
RABBIT HEAD DESIGN	97000629/ United States of America	Pending 9	76/442356 ✓ 22-Aug-2002	
RABBIT HEAD DESIGN	8900798/ United States of America	Registered 18	286,818 13-Dec-1967	871,553 ✓ 24-Jun-1969
RABBIT HEAD DESIGN	8900799/ United States of America	Registered 28	72302074 ✓ 05-Jul-1968	873370 22-Jul-1969
RABBIT HEAD DESIGN	97000842/ United States of America	Pending 14	76/482822 ✓ 16-Jan-2003	
RABBIT HEAD DESIGN	9000311/ United States of America	Registered 14	72162258 ✓ 07-Feb-1963	759207 29-Oct-1963
RABBIT HEAD DESIGN	8900490/ United States of America	Registered 25	73391484 ✓ 28-Sep-1982	1276276 01-May-1984
RABBIT HEAD DESIGN	97000868/ United States of America	Pending 28	76/489973 ✓ 13-Feb-2003	
RABBIT HEAD DESIGN	9600800/ United States of America	Registered 34	75195962 ✓ 08-Nov-1996	2107307 21-Oct-1997
RABBIT HEAD DESIGN	9000308/ United States of America	Registered 21	72/052490 ✓ 28-May-1958	679997 09-Jun-1959
RABBIT HEAD DESIGN	96011845/ United States of America	Registered 6	75/674184 ✓ 05-Apr-1999	2618521 10-Sep-2002
RABBIT HEAD DESIGN	96011912/ United States of America	Published 42	75/706354 ✓ 14-May-1999	
RABBIT HEAD DESIGN	96011911/ United States of America	Published 41	75/706356 ✓ 14-May-1999	
RABBIT HEAD DESIGN	96011894/ United States of America	Registered 3	75/694662 ✓ 29-Apr-1999	2443328 10-Apr-2001
RABBIT HEAD DESIGN	96011953/ United States of America	Registered 12	75/735763 ✓ 23-Jun-1999	2449959 08-May-2001
RABBIT HEAD DESIGN	96011886/ United States of America	Published 9	75/689730 ✓ 22-Apr-1999	

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
RABBIT HEAD DESIGN	9000307/ United States of America	Registered 16	71686448 ✓ 28-Apr-1955	643926 09-Apr-1957
RABBIT HEAD DESIGN	9000306/ United States of America	Registered 9	73563848 ✓ 18-Oct-1985	1393913 06-May-1986
RABBIT HEAD DESIGN	96011991/ United States of America	Registered 15	75/756329 ✓ 20-Jul-1999	2434256 06-Mar-2001
RABBIT HEAD DESIGN	97000064/ United States of America	Registered 28	76/118862 ✓ 10-Apr-2001	2626133 24-Sep-2002
RABBIT HEAD DESIGN	96011993/ United States of America	Registered 20	75/756327 ✓ 20-Jul-1999	2483351 28-Aug-2001
RABBIT HEAD DESIGN	9000309/ United States of America	Registered 25	72117864 ✓ 14-Apr-1961	728889 20-Mar-1962
RABBIT HEAD DESIGN	9000288/ United States of America	Registered 34	72162259 ✓ 07-Feb-1963	761793 24-Dec-1963
RABBIT HEAD DESIGN	9600741/ United States of America	Registered 14	75/226139 ✓ 15-Jan-1997	2177521 28-Jul-1998
RABBIT HEAD DESIGN	96011434/ United States of America	Registered 12	75/512633 ✓ 02-Jul-1998	2356096 06-Jun-2000
RABBIT HEAD DESIGN	9400492/ United States of America	Registered 9	74/456176 ✓ 29-Oct-1993	1918754 12-Sep-1995
RABBIT HEAD DESIGN	97000237/ United States of America	Registered 28	76/183153 ✓ 19-Dec-2000	2586538 25-Jun-2002
RABBIT HEAD DESIGN	9000289/ United States of America	Registered 3	72166995 ✓ 18-Apr-1963	764819 11-Feb-1964
RABBIT HEAD DESIGN	97000366/ United States of America	Published 9	76/274834 ✓ 21-Jun-2001	
RABBIT HEAD DESIGN	9600634/ United States of America	Registered 10	75/188860 ✓ 10-Oct-1996	2.109.005 28-Oct-1997
RABBIT HEAD DESIGN	96011500/ United States of America	Registered 28	75/562927 ✓ 02-Oct-1998	2556438 02-Apr-2002
RABBIT HEAD DESIGN	9000291/ United States of America	Registered 24	72192592 ✓ 04-May-1964	784504 02-Feb-1965



## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
RABBIT HEAD DESIGN	97000370/ United States of America	Published 5	76/283213 ✓ 03-Jul-2001	
RABBIT HEAD DESIGN	9000295/ United States of America	Registered 16	72193953 ✓ 21-May-1964	791333 22-Jun-1965
RABBIT HEAD DESIGN	9000302/ United States of America	Registered 9	73067124 ✓ 28-Oct-1975	1058294 08-Feb-1977
RABBIT HEAD DESIGN	9000303/ United States of America	Registered 25	264.329 02-Jun-1980	1192561 ✓ 23-Mar-1982
RABBIT HEAD DESIGN	97000345/ United States of America	Published 6	76/263879 ✓ 29-May-2001	
RABBIT HEAD DESIGN	97000591/ United States of America	Pending 11	76/435178 ✓ 29-Jul-2002	
RABBIT HEAD DESIGN	97000583/ United States of America	Pending 21	76/435177 ✓ 29-Jul-2002	
RABBIT HEAD DESIGN	97000590/ United States of America	Pending 28	76/437855 ✓ 05-Aug-2002	
RABBIT HEAD DESIGN	96011398/ United States of America	Registered 25	75/501593 ✓ 12-Jun-1998	2297011 30-Nov-1999
RABBIT HEAD DESIGN	97000358/ United States of America	Published 30	76/276579 ✓ 25-Jun-2001	
ROMANTICS BY PLAYBOY	9600231/ United States of America	Registered 25	75/065493 ✓ 26-Feb-1996	2,021,099 03-Dec-1996
SEX COURT	97000092/ United States of America	Registered 41	76/096698 ✓ 26-Jul-2000	2548594 12-Mar-2002
SEXCETERA	96012015/ United States of America	Registered 9	75/772270 ✓ 10-Aug-1999	2462631 19-Jun-2001
SEXCETERA	96011987/ United States of America	Registered 41	75/770657 ✓ 06-Aug-1999	2412149 12-Dec-2000
SPRING BREAK	9000256/ United States of America	Registered 16	73531813 ✓ 12-Apr-1985	1366636 22-Oct-1985
SUNSUAL	96012092/ United States of America	Published 3	75/920876 ✓ 16-Feb-2000	

## Trademark List by Owner

Owner: PLAYBOY ENTERPRISES INTERNATIONAL, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
THE PLAYBOY CLUB	9000347/ United States of America	Registered 42	72122528 ✓ 21-Jun-1961	746367 05-Mar-1963
THE PLAYBOY EDGE	97000529/ United States of America	Published 5	78/119396 ✓ 03-Apr-2002	
THE PLAYBOY FOUNDATION AND DESIGN	9300369/ United States of America	Registered 42	74/246398 ✓ 14-Feb-1992	1743106 29-Dec-1992
THE WEEKEND FLASH	97000782/ United States of America	Pending 41	76/466765 ✓ 14-Nov-2002	
TV CLUB AND RABBIT HEAD DESIGN	97000563/ United States of America	Published 41	76/419773 ✓ 12-Jun-2002	
UNIQUELY PLAYMATES	97000338/ United States of America	Published 16	78/061268 ✓ 01-May-2001	
VIDEO CENTERFOLD	9000255/ United States of America	Registered 9	73/584269 ✓ 24-Feb-1986	1442822 16-Jun-1987
VIP W/RABBIT HEAD DESIGN	9000441/ United States of America	Registered 42	72182481 ✓ 06-Dec-1963	792715 13-Jul-1965
WET & WILD	9300288/ United States of America	Registered 9	74/334405 ✓ 25-Nov-1992	1826170 15-Mar-1994
WET AND WILD	96011510/ United States of America	Registered 16	75/566654 ✓ 07-Oct-1998	2301995 21-Dec-1999
X-TREME TEAM AND LOGO	96012211/ United States of America	Published 25	76/079322 ✓ 28-Jun-2000	

Trademarks owned by  
Spice Entertainment, Inc.

see attached

## Trademark List by Owner

Owner: SPICE ENTERTAINMENT, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
CABLE VIDEO STORE	SBI7700000/ United States of America	Registered 38	73/593453 ✓ 14-Apr-1986	1433268 17-Mar-1987
CYBERSPICE	S2107/ United States of America	Published 41	76/154436 ✓ 26-Oct-2000	
EROTIC SHOPPING FOR GROWN-UPS	96012039/ United States of America	Registered 42	75/025852 ✓ 30-Nov-1995	2015516 12-Nov-1996
E-VIBE	97000131/ United States of America	Published 3, 5, 10	76/160029 ✓ 06-Nov-2000	
FRENCH SILK	97000133/ United States of America	Published 3, 5, 10	76/159916 ✓ 06-Nov-2000	
INTERACTIVE SPICE WITH LIPS LOGO	S2027/ United States of America	Registered 9	74/636883 ✓ 21-Feb-1995	2100636 30-Sep-1997
LOVE TRINKETS	97000802/ United States of America	Pending 10	76/475630 ✓ 16-Dec-2002	
MALE ATTITUDES	S2170/ United States of America	Pending 10	76/414094 ✓ 03-Jun-2002	
PRIVATE MEMBERS	S2168/ United States of America	Published 10	76/414765 ✓ 03-Jun-2002	
PRIVATE SHOPPING FOR PRIVATE MOMENTS	S2064/ United States of America	Registered 42	75/025851 ✓ 30-Nov-1995	2015515 12-Nov-1996
SENSUAL SWIRL	97000132/ United States of America	Published 3, 5, 10	76/160028 ✓ 06-Nov-2000	
SPICE	S2028/ United States of America	Published 9	75/832225 ✓ 26-Oct-1999	
SPICE	S1095/ United States of America	Registered 41	74/039455 ✓ 19-Mar-1990	1690906 02-Jun-1992
SPICE	S2112/ United States of America	Registered 41	76/154389 ✓ 26-Oct-2000	2616867 10-Sep-2002
SPICE	S2023/ United States of America	Suspended 25	75/832382 ✓ 26-Oct-1999	
SPICE	S2000/ United States of America	Registered 10	75/832302 ✓ 26-Oct-1999	2659999 10-Dec-2002

## Trademark List by Owner

Owner: SPICE ENTERTAINMENT, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
SPICE CLUB	S2148/ United States of America	Published 41	76/234183 ✓ 30-Mar-2001	
SPICE HOT	S2151/ United States of America	Published 38, 41	78/071287 ✓ 27-Jun-2001	
SPICE NETWORKS & LIPS LOGO	96012054/ United States of America	Registered 25	75/167197 ✓ 17-Sep-1996	2063530 20-May-1997
SPICE PLATINUM	S2113/ United States of America	Registered 41	76/187076 ✓ 28-Dec-2000	2571163 21-May-2002
SPICE PLATINUM 2	S2117/ United States of America	Published 41	78/037696 ✓ 04-Dec-2000	
SPICE PLATINUM LIVE	S2114/ United States of America	Published 41	76/185321 ✓ 22-Dec-2000	
SPICE STIX	97000135/ United States of America	Published 10	76/172628 ✓ 29-Nov-2000	
SPICE STORE	S2109/ United States of America	Registered 35	76/158011 ✓ 01-Nov-2000	2531780 22-Jan-2002
SPICE TV CLUB	S2193/ United States of America	Published 41	76/437857 ✓ 05-Aug-2002	
SPICE WITH LIPS LOGO	S2086/ United States of America	Published 14	76/149153 ✓ 18-Oct-2000	
SPICE WITH LIPS LOGO	S1138/ United States of America	Registered 10	76/038002 ✓ 01-May-2000	2602128 30-Jul-2002
SPICE WITH LIPS LOGO	S1136/ United States of America	Pending 3	76/038001 ✓ 01-May-2000	
SPICE WITH LIPS LOGO	S1137/ United States of America	Registered 9	76/183151 ✓ 19-Dec-2000	2660449 10-Dec-2002
SPICE WITH LIPS LOGO	S1140/ United States of America	Published 28	76/038000 ✓ 01-May-2000	
SPICE WITH LIPS LOGO	S2055/ United States of America	Suspended 25	76/070331 ✓ 14-Jun-2000	
SPICE WITH LIPS LOGO	S2036/ United States of America	Registered 41	75/167196 ✓ 17-Sep-1996	2091263 26-Aug-1997

**Trademark List by Owner**

Owner: SPICE ENTERTAINMENT, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
SPICETV	S2194/ United States of America	Published 35	76/437349 ✓ 05-Aug-2002	
SPICETV	S2150/ United States of America	Registered 41	76/233552 ✓ 30-Mar-2001	2573387 28-May-2002
SPICETV WITH LIPS LOGO	S2169/ United States of America	Published 3, 10, 25	76/417265 ✓ 30-Jun-2002	
SPICETV.COM	S2149/ United States of America	Registered 41	76/233569 ✓ 30-Mar-2001	2573388 28-May-2002
SUGAR-N-SPICE	97000136/ United States of America	Published 3, 5, 10	76/159915 ✓ 06-Nov-2000	
VIBRATING LIPSTICK	97000134/ United States of America	Published 10	76/183150 ✓ 19-Dec-2000	

Trademarks owned by  
Spice Hot Entertainment, Inc.

see attached

### Trademark List by Owner

Owner: SPICE HOT ENTERTAINMENT, INC.

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
THE HOT NETWORK	S2154/ United States of America	Registered 41	75727710 ✓ 14-Jun-1999	2585832 25-Jun-2002



Trademarks owned by  
Playboy.com, Inc.

see attached

SCHEDULE A

**Trademark List by Owner**

Owner: **PLAYBOY.COM, INC.**

Trademark	Case Number/Subcase Country Name	Status Class(es)	Application Number/Date	Registration Number/Date
<b>HUSH MONEY</b>	05HUSH05/ United States of America	Approved for publication; Intent to Use Cl. 35	78/565069 10-Feb-2005	N/A
<b>HUSH (standard character mark)</b>	05HUSH02/ United States of America	Allowed; Intent to Use Cl. 35	78/398693 08-Apr-2004	N/A
<b>HOW BIG IS YOUR DEAL?</b>	05HUSH01/ United States of America	Approved for publication; Intent to Use Cl. 35	78/588876 16-Mar-2005	N/A
<b>HUSH (standard character mark)</b>	05HUSH03/ United States of America	Suspended Cl. 35	78/565047 10-Feb-2005	N/A
<b>HUSH (stylized)</b>	05HUSH04/ United States of America	Suspended Cl. 35	78/565054 10-Feb-2005	N/A