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07-15-1998

Form PTO-1594
1-31-92



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U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

ME06-24-98

100765416

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

1. Name of conveying party (ies):
Olive Enterprises, Inc.

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

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

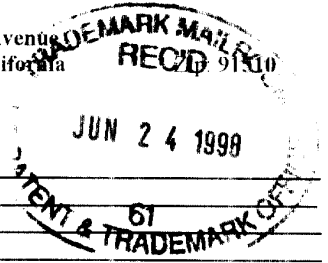
3. Nature of conveyance:

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

Execution Date: **June 23, 1998**

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

Name: **dick clark productions, inc.**
Street Address: **3003 West Olive Avenue**
City: **Burbank** State **California**



- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporate-State Delaware Corporation
- 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):

A. Trademark Application No. (s)

PLEASE SEE ATTACHED RIDER A

B. Trademark registration No. (s)

REG. # SERIAL #

PLEASE SEE ATTACHED RIDER B

Additional numbers attached? Yes No

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

Name: **Martin E. Weisberg, Esq.**
Internal Address:
Street Address: **Parker Chapin Flattau & Klimpl, LLP**
1211 Avenue of the Americas
City: **New York** State: **NY** Zip: **10036**

6. Total number of applications and registrations involved 50

7. Total fee (37 CFR 3.41) \$1,265.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

07/14/1998 BNGUYEN 00000243 74589078

01 FC:481
02 FC:482

40.00 OP
1225.00 OP

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.

Martin E. Weisberg
Name of Person Signing

Martin E. Weisberg
Signature

June 23, 1998
Date

Total number of pages including cover sheet: **4**

OMB No. 0651-0011

RIDER A

<u>Applications</u>	<u>Serial Number</u>
America's Oldest Living Teenager	74-589078
America's Oldest Living Teenager	74-589000
America's Oldest Living Teenager	74-588998
America's Oldest Living Teenager	74-588999
Baby Bandstand	74-526111
Bandstand	74-570808
Bandstand USA	74-432873
Dick Clark Presents the Soundtrack of Your Life	75-061011
Dick Clark Presents the Soundtrack of Your Life	75-061010
I like the Beat	75-293361
I like the Beat	74-590358
I like the Beat	74-590354
I like the Beat	74-590365
I like the Beat and It's Easy to Dance to	74-588992
I like the Beat and It's Easy to Dance to	74-588991
The Oldest Living Teenager	74-588993
The Oldest Living Teenager	74-588995
The Oldest Living Teenager	74-588996
The Oldest Living Teenager	74-588997
The Soundtrack of Your Life	75-407625
The Soundtrack of Your Life	75-363787

RIDER B

<u>Registered Marks</u>	<u>Registration Number</u>	<u>Serial Number</u>
AB	1858166	74-369721
AB	1497134	73-677650
American Bandstand	1849271	74-367348
American Bandstand	1482459	73-677646
American Bandstand	1284690	73-427619
American Bandstand Grill	1657686	74-098778
American Bandstand Grill	1705020	74-096954
American Bandstand Grill	1705050	74-096955
American Bandstand Grill	1685367	74-096956
American Bandstand Grill	1685393	74-096957
American Bandstand Grill	1715566	74-096958
American Bandstand Grill	1740325	74-096975
American Bandstand Grill	1656414	74-096831
Bandstand	1923443	74-561585
Bandstand	1285617	73-429507
Dick Clark	1984016	74-693478
Dick Clark's American AB Bandstand Grill	1703376	74-132981
Dick Clark's American Bandstand Grill AB	1822805	74-381562
Dick Clark's American Bandstand Grill AB	1818728	74-381563
Dick Clark's American Bandstand Grill AB	1783029	74-144598
Dick Clark's American Bandstand Grill AB	1859174	74-133002
Dick Clark's American Bandstand Grill AB	1798675	74-801208
Dick Clark's American Bandstand Grill AB	1692014	74-096806
Good Ol' Rock 'N' Roll	1297287	73-438725
Rock, Roll and Remember	1922002	74-596351

Rock, Roll & Remember	1284667	73-406040
The Great American Dance Experience!	1908964	74-466647
The Great American Food Experience	1916232	74-561584
The Great American Food Experience	1880977	74-415202

ASSIGNMENT

THIS ASSIGNMENT dated as of June 23, 1998 (the "Assignment"), by **OLIVE ENTERPRISES, INC.**, a Pennsylvania corporation having an address at 3003 West Olive Avenue, Burbank, CA 91505-4590 (the "Assignor"), in favor of **dick clark productions, inc.**, a Delaware corporation having an address at 3003 West Olive Avenue, Burbank, CA 91505-4590 (the "Assignee").

WHEREAS, the Assignor is the owner of service marks set forth on Schedule A annexed hereto (the "Marks") and made a part hereof; and

WHEREAS, the Assignee is desirous of acquiring the Marks, and the goodwill of the business associated therewith;

NOW, THEREFORE, in consideration of the payment of \$10.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor, does hereby assign, transfer and set over to the Assignee and its successors and assigns, the Assignor's entire right, title and interest in and to the Marks and the federal registration therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made.

The Assignor further agrees that the Assignor shall on the date hereof and from time to time thereafter, upon the written request of the Assignee, perform or cause to be performed such acts and execute, acknowledge and deliver, such documents and other instruments the Assignee may reasonably consider to be required to evidence or effectuate the

sale, conveyance, assignment, transfer and delivery to the Assignee of the Marks or for the performance by the Assignor of any of its obligations hereunder.

IN WITNESS WHEREOF, the Assignor has executed this Assignment on this 23rd day of June, 1998.

OLIVE ENTERPRISES, INC.

By: Martin E. Weisberg
Martin E. Weisberg
Secretary

Acknowledged and Accepted on
this 23rd day of June, 1998

dick clark productions, inc.

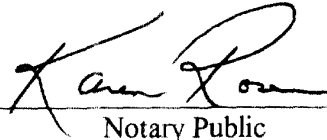
By: Martin E. Weisberg
Martin E. Weisberg
Secretary

STATE OF NEW YORK)

: ss.:

COUNTY OF NEW YORK)

On the 23rd day of June 1998, before me personally came Martin E. Weisberg to me known, who being by me duly sworn, did depose and say that he holds the office of Secretary of **OLIVE ENTERPRISES, INC.**, the Assignor described in and which executed the foregoing instrument, and that he was duly authorized to execute this Assignment on behalf of said corporation.



Notary Public

KAREN ROSEN
Notary Public, State of New York
No. 31-4883658
Qualified in New York County
Commission Expires February 2, 1999

SCHEDULE A

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Serial Number

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74-588996

The Oldest Living Teenager

74-588997

The Soundtrack of Your Life

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The Soundtrack of Your Life

75-363787