

KIRTON & McCONKIE

A PROFESSIONAL CORPORATION

WILFORD W. KIRTON, JR.  
OSCAR W. McCONKIE  
ANTHONY I. BENTLEY, JR.  
RICHARD R. NESLEN  
MYRON L. SORENSEN  
ROBERT W. EDWARDS  
B. LLOYD POELMAN  
RAEBURN G. KENNARD  
JERRY W. DEARINGER  
BRUCE FINDLAY  
CHARLES W. DAHLQUIST, II  
LEE FORD HUNTER +  
RICHARD G. JOHNSON, JR. ±  
WILLIAM H. WINGO  
DAVID M. McCONKIE  
DENIS R. MORRELL  
READ R. HELLEWELL  
ROLF H. BERGER  
OSCAR W. McCONKIE, III

MARC N. MASCARO  
DAVID A. WESTERBY  
LORIN C. BARKER  
DAVID M. WAHLQUIST  
ROBERT S. PRINCE  
WALLACE O. FELSTED  
MERRILL F. NELSON  
PAUL H. MATTHEWS  
FRED D. ESSIG  
WILLIAM A. MEADERS, JR.  
CLARK B FETZER?  
THOMAS L. MONSON  
DALE E. HULSE \*\*  
BERNE S. BROADBENT \*  
SAMUEL D. McVEY †  
GREGORY M. SIMONSEN §  
VON G. KEETCH  
STUART F. WEED  
THOMAS D. WALK

JAMES E. ELLSWORTH ‡  
TODD E. ZENGER \*  
DAVID J. HARDY  
JILL A. ZENDER  
RANDY T. AUSTIN  
ALEXANDER DUSHKU †  
DAVID S. DOTY  
DORANY RODRIGUEZ-BALTAZAR \*  
BRYAN H. BOOTH  
RANDALL C. ALLEN  
MICHAEL M. CONGER  
† ALSO ADMITTED IN CALIFORNIA  
‡ ALSO ADMITTED IN DISTRICT OF COLUMBIA  
\* ALSO ADMITTED IN NEW MEXICO  
§ ALSO ADMITTED IN WYOMING  
± ALSO ADMITTED IN ARIZONA  
+ ALSO ADMITTED IN MINNESOTA  
+ LEAVE OF ABSENCE  
\* REGISTERED PATENT ATTORNEY  
‡ ADMITTED IN PUERTO RICO ONLY

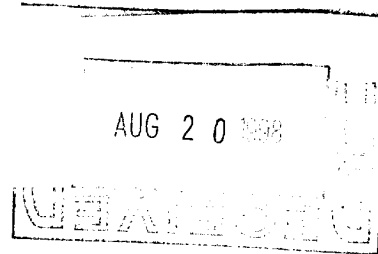
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OF COUNSEL  
RAYMOND W. GEE

8/20/98

08-27-1998



100807004



Box ASSIGNMENTS  
Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Sir:

The enclosed document is being submitted for recordation in accordance with 37 C.F.R. § 3.11. Pursuant to 37 C.F.R. §§ 3.28 and 3.31, the following information is provided:

Conveying party(ies): Corporation of the President of the Church of Jesus Christ of Latter-day Saints (Utah Corporation Sole)  
Address: 50 E. North Temple, Salt Lake City, UT 84150

Corporation of the Presiding Bishopric of the Church of Jesus Christ of Latter-day Saints  
(a Utah Corporation Sole)  
Address: 50 E. North Temple, Salt Lake City, UT 84150

The Church of Jesus Christ of Latter-day Saints  
(an unincorporated religious association)  
Address: 50 E. North Temple, Salt Lake City, UT 84150

Receiving party(ies): Intellectual Reserve, Inc.  
(a Utah nonprofit corporation)  
Address: 50 E. North Temple, Salt Lake City, UT 84150

08/24/1998 BMSUYEN 00000243 1093895  
01 FC:481 40.00 DP  
02 FC:482 1000.00 DP

Nature of conveyance: Assignment  
Date of execution: December 23, 1997

Trademarks against which the document is to be recorded:

1. U.S. Trademark Registration No. 1,093,895  
Registration Date 6/20/78
2. U.S. Trademark Registration No. 2,097,186  
Registration Date 9/16/97
3. U.S. Trademark Registration No. 1,749,899  
Registration Date 2/2/93
4. U.S. Trademark Registration No. 1,864,725  
Registration Date 11/29/94
5. U.S. Trademark Registration No. 1,980,319  
Registration Date 6/18/96
6. U.S. Trademark Registration No. 1,776,809  
Registration Date 6/15/93
7. U.S. Trademark Registration No. 1,963,567  
Registration Date 3/19/96
8. U.S. Trademark Registration No. 1,757,271  
Registration Date 3/9/93
9. U.S. Trademark Registration No. 1,738,742  
Registration Date 12/8/92
10. U.S. Trademark Registration No. 1,505,790  
Registration Date 9/27/88
11. U.S. Trademark Registration No. 1,101,860  
Registration Date 9/12/78
12. U.S. Trademark Registration No. 1,770,880  
Registration Date 5/11/93
13. U.S. Trademark Registration No. 1,654,221  
Registration Date 8/20/91
14. U.S. Trademark Registration No. 1,799,706  
Registration Date 10/19/93
15. U.S. Trademark Registration No. 1,861,652  
Registration Date 11/8/94

## TRADEMARK

|     |  |                        |
|-----|--|------------------------|
| 16. | U.S. Trademark Registration No.<br>Registration Date | 1,524,555<br>2/14/89   |
| 17. | U.S. Trademark Registration No.<br>Registration Date | 1,527,447<br>2/28/89   |
| 18. | U.S. Trademark Registration No.<br>Registration Date | 1,550,793<br>8/8/89    |
| 19. | U.S. Trademark Registration No.<br>Registration Date | 2,057,540<br>4/29/97   |
| 20. | U.S. Trademark Registration No.<br>Registration Date | 2,100,762<br>9/30/97   |
| 21. | U.S. Trademark Registration No.<br>Registration Date | 1,511,286<br>11/1/88   |
| 22. | U.S. Trademark Serial No.<br>Filing Date:            | 74/714,044<br>8/9/95   |
| 23. | U.S. Trademark Serial No.<br>Filing Date:            | 74/714,041<br>8/9/95   |
| 24. | U.S. Trademark Serial No.<br>Filing Date:            | 74/714,042<br>8/9/95   |
| 25. | U.S. Trademark Serial No.<br>Filing Date:            | 74/722,044<br>8/23/95  |
| 26. | U.S. Trademark Serial No.<br>Filing Date:            | 74/736,850<br>9/22/95  |
| 27. | U.S. Trademark Serial No.<br>Filing Date:            | 74/736,825<br>9/22/95  |
| 28. | U.S. Trademark Serial No.<br>Filing Date:            | 74/736,427<br>9/22/95  |
| 29. | U.S. Trademark Serial No.<br>Filing Date:            | 74/736,426<br>9/22/95  |
| 30. | U.S. Trademark Serial No.<br>Filing Date:            | 75/007,948<br>10/19/95 |
| 31. | U.S. Trademark Serial No.<br>Filing Date:            | 75/007,902<br>10/19/95 |

TRADEMARK

REEL: 1777 FRAME: 0718

TRADEMARK

- |     |   |                        |
|-----|---|------------------------|
| 32. | U.S. Trademark Serial No.<br>Filing Date: | 75/007,900<br>10/19/95 |
| 33. | U.S. Trademark Serial No.<br>Filing Date: | 75/007,947<br>10/19/95 |
| 34. | U.S. Trademark Serial No.<br>Filing Date: | 75/007,949<br>10/19/95 |
| 35. | U.S. Trademark Serial No.<br>Filing Date: | 75/007,940<br>10/19/95 |
| 36. | U.S. Trademark Serial No.<br>Filing Date: | 75/007,901<br>10/19/95 |
| 37. | U.S. Trademark Serial No.<br>Filing Date: | 75/129,338<br>7/2/96   |
| 38. | U.S. Trademark Serial No.<br>Filing Date: | 75/132,997<br>7/3/96   |
| 39. | U.S. Trademark Serial No.<br>Filing Date: | 75/132,996<br>7/3/96   |
| 40. | U.S. Trademark Serial No.<br>Filing Date: | 75/132,979<br>7/9/96   |
| 41. | U.S. Trademark Serial No.<br>Filing Date: | 75/154,689<br>8/22/96  |

Correspondence concerning this  
request should be mailed to:

Todd E. Zenger  
Kirton & McConkie  
1800 Eagle Gate Tower  
60 East South Temple  
Salt Lake City, Utah 84145-0120

Honorable Commissioner of Patents and Trademarks  
August 17, 1998  
Page 6  
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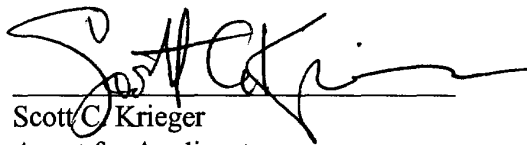
Total number of trademarks involved:      Forty-One (41)

Total fee enclosed:                              \$1040.00 (Check No. 19433; this check total reflects the  
assignment recordation fee for 41 trademarks.)

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.

DATED this 17 day of August, 1998.

Respectfully submitted,



Scott C Krieger  
Agent for Applicants  
Registration No. P-42,768

SCK

Enclosure

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TRADEMARK ASSIGNMENT

WHEREAS, Corporation of the President of The Church of Jesus Christ of Latter-day Saints, a Utah corporation sole, Corporation of the Presiding Bishopric of The Church of Jesus Christ of Latter-day Saints, a Utah corporation sole, and The Church of Jesus Christ of Latter-day Saints, an unincorporated religious association (hereinafter referred to as "Assignors"), are owners of all right, title, interest and goodwill in and to the trademarks and service marks and trademark and service mark applications set forth in Attachment A ("Marks"), which are registered or pending upon application in the United States Patent and Trademark Office; and

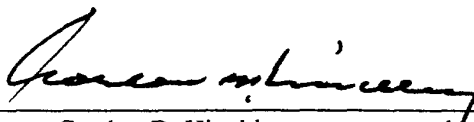
WHEREAS, Assignors desire to transfer all right, title, interest and goodwill in the Marks, their registrations and applications to Intellectual Reserve, Inc., a Utah nonprofit corporation ("Assignee");

NOW, THEREFORE, in consideration of one dollar (\$1.00) and other good and valuable consideration paid to the Assignors by the Assignee, the receipt and sufficiency of which is hereby acknowledged, THE ASSIGNORS HEREBY ASSIGN TO THE ASSIGNEE the entire right, title, and interest in and to the Marks and the above-identified registrations thereof, together with the goodwill of the uses or business symbolized by and associated with the Marks.


The Assignors hereby authorize and request the United States Commissioner of Patents and Trademarks, and such officials in foreign countries as are duly authorized by their laws to register trademarks, to record this Assignment of or issue any and all certificates of registration of the Marks to the Assignee as the owner of the entire interest, for the sole use and behalf of the said Assignee, its successors, assigns and legal representatives.

Dated: December \_\_, 1997.

CORPORATION OF THE PRESIDENT OF THE  
CHURCH OF JESUS CHRIST OF LATTER-DAY  
SAINTS

By   
Gordon B. Hinckley, corporate sole

CORPORATION OF THE PRESIDING BISHOP OF  
THE CHURCH OF JESUS CHRIST OF LATTER-  
DAY SAINTS

By   
Its Corporate Sole

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

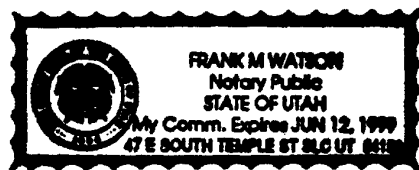
By Gordon B. Hinckley  
Gordon B. Hinckley, President

STATE OF UTAH )  
 ) : ss.  
COUNTY OF SALT LAKE )

On this 23 day of December 1997, before me personally appeared Gordon B. Hinckley, known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that the same is true of his own knowledge, and that he signed the same as his free act and deed and for the purposes set forth therein.

Frank M. Watson  
Notary Public  
Residing at Salt Lake City

My Commission expires:  
June 12, 1999



STATE OF UTAH )  
 ) : ss.  
COUNTY OF SALT LAKE )

On this 23 day of December 1997, before me personally appeared Dr. David B. Easton known to me to be the person described and who signed the foregoing Assignment in my presence and acknowledged under oath before me that he has read the same and knows the contents thereof and that the same is true of his own knowledge, and that he signed the same as his free act and deed and for the purposes set forth therein.

Frank M. Watson  
Notary Public  
Residing at Salt Lake City

My Commission expires:  
June 12, 1999

