

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The DIRECTV Group, Inc.		04/28/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	DIRECTV, Inc.
Street Address:	2230 East Imperial Highway
City:	El Segundo
State/Country:	CALIFORNIA
Postal Code:	90245-0956
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 11

Property Type	Number	Word Mark
Registration Number:	2734024	DIRECTOR PACK
Registration Number:	2708800	EXECUTIVE DIRECTOR PACK
Registration Number:	2492073	ONELINE GUIDE
Registration Number:	2684830	PRESELECT
Registration Number:	2632720	THE DEFINITION OF HIGH DEFINITION
Registration Number:	1454229	UPLINK
Registration Number:	1968679	FREEVIEW
Registration Number:	1472636	WE MAKE IDEAS HAPPEN
Registration Number:	2436802	ALPHATUNE
Registration Number:	2436804	TURBOTUNE
Registration Number:	2436803	WATCHWORD

CORRESPONDENCE DATA

Fax Number: (206)749-2006

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

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Phone: 206-447-8925
Email: gertd@foster.com
Correspondent Name: Nancy V. Stephens
Address Line 1: 1111 3rd Avenue, Suite 3400
Address Line 4: Seattle, WASHINGTON 98101

NAME OF SUBMITTER:	Nancy V. Stephens
Signature:	/Nancy V. Stephens/
Date:	04/28/2005

Total Attachments: 1
source=DIRECTV GROUP to DIRECTV INC Assignment#page1.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made the 28 day of April, 2005, by The DIRECTV Group, Inc., a Delaware corporation ("Assignor"), whose principal business address is 2230 East Imperial Highway, El Segundo, California 90245-0956.

WHEREAS, Assignor owns the service/trademarks DIRECTOR PACK, EXECUTIVE DIRECTOR PACK, ONLINE GUIDE, PRESELECT, THE DEFINITION OF HIGH DEFINITION, UPLINK, FREEVIEW, WE MAKE IDEAS HAPPEN, ALPHATUNE, TURBOTUNE, and WATCHWORD (the "Marks").

WHEREAS, the trademark DIRECTOR PACK is registered in the United States Patent and Trademark Office, Registration No. 2,734,024 (Class 9) issued on July 8, 2003; EXECUTIVE DIRECTOR PACK is registered in the United States Patent and Trademark Office, Registration No. 2,708,800 (Class 9) issued on April 22, 2003; ONELINE GUIDE is registered in the United States Patent and Trademark Office, Registration No. 2,492,073 (Class 9) issued on September 25, 2001; PRESELECT is registered in the United States Patent and Trademark Office, Registration No. 2,684,830 (Class 9) issued on February 4, 2003; THE DEFINITION OF HIGH DEFINITION is registered in the United States Patent and Trademark Office, Registration No. 2,632,720 (Class 9) issued on October 8, 2002; UPLINK is registered in the United States Patent and Trademark Office, Registration No. 1,454,229 (Class 16) issued on August 25, 1987; FREEVIEW is registered in the United States Patent and Trademark Office, Registration No. 1,968,679 (Class 38) issued on April 16, 1996; WE MAKE IDEAS HAPPEN is registered in the United States Patent and Trademark Office, Registration No. 1,472,636 (Class 38) issued on January 12, 1988; ALPHATUNE is registered in the United States Patent and Trademark Office, Registration No. 2,436,802 (Class 9) issued on March 20, 2001; TURBOTUNE is registered in the United States Patent and Trademark Office, Registration No. 2,436,804 (Class 9) issued on March 20, 2001; WATCHWORD is registered in the United States Patent and Trademark Office, Registration No. 2,436,803 (Class 9) issued on March 20, 2001. .

WHEREAS, DIRECTV, Inc. a California corporation ("Assignee"), whose principal business address is 2230 East Imperial Highway, El Segundo, California 90245-0956, desires to acquire all right, title, and interest in and to the Marks and is a successor to the portion of the business to which the Marks pertains.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Marks and the registration for the Marks, together with the goodwill of the business symbolized by and associated with the Marks.

IN WITNESS WHEREOF, the undersigned has executed this Assignment as of the date and year first written above.

ASSIGNOR:

The DIRECTV GROUP, Inc.



Name: Keith U. Landenberger

Title: Assistant Corporate Secretary