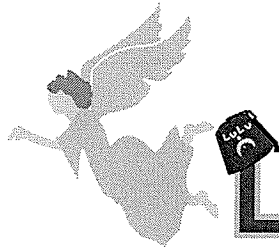




SPAZMON: BACK OF A T-SHIRT



Exhibit 191



Lu Lu Shrin

History of the Shriners and Lu Lu Shrine

I. FOUNDING AND ORGANIZATION

In 1870, five (5) Freemasons working and living in New York City, fostered an affiliate organization that would provide fun and fellowship not only for the men but for their wives and families. These five men were:

William Millard Fleming, M.D.

William J. Florence, Actor

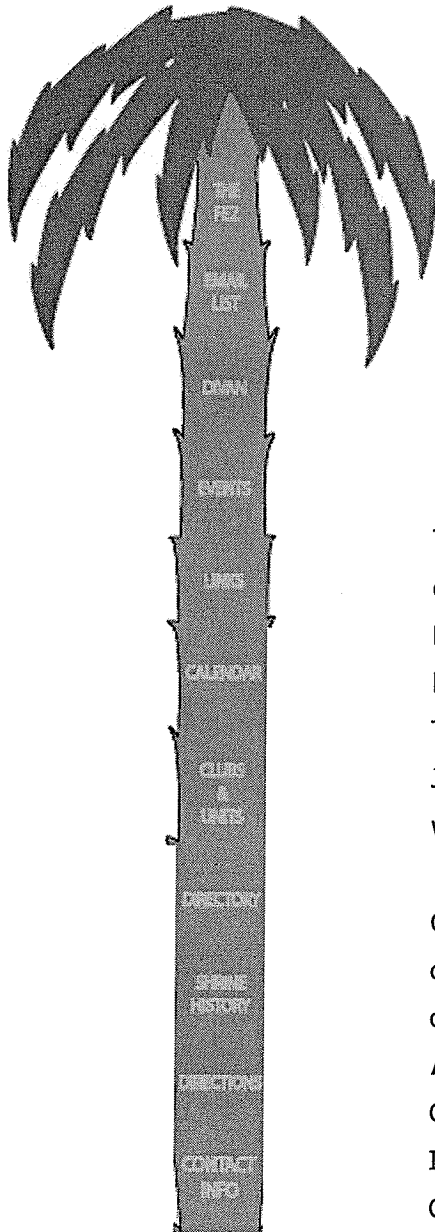
Charles T. McClenachan, Lawyer

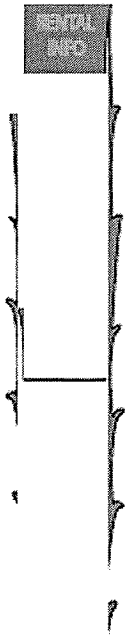
William S. Paterson, Paper Merchant

William Fowler, Restaurateur

These five Masons met for lunch regularly at the Knickerbocker Cottage on Sixth Avenue. They established prerequisites for membership, adopted a Ritual, approved Costumary Rules for the operation of the first Shrine Temple. The prerequisite for membership was to be a Freemason, and also had obtained "either York Rite or Scottish Rite Advices". The recommendations were approved at the first formal meeting of "13" Freemasons on June 16, 1871. The "13" received the "Order of the Shrine" and **MECCA** (#1) was organized. The organization was titled "The Shrine of the United States."

On June 6, 1876, Dr. Fleming, the Grand Potentate (later changed to Illustrious) called to order the Fourth meeting of **MECCA**. At this Session, the Imperial Council was organized. Twenty four (24) Nobles attended, representing two Temples, **DEMASCUS #2**. Imperial Potentates were elected to foster new Temples in Cincinnati Ohio, Pittsburgh PA, Montpelier VT and Patterson N.J. Also at this Imperial Council, a Committee was appointed to write Statutes and Regulations (Code).





II. EARLY YEARS AND LU LU TEMPLE (#16)

Between June 1876 and June 1887 (11 years), thirty seven Temples were national membership reached 4,398.

On December 31, 1883, twenty eight Knights Templar assembled in Indu Street, Philadelphia, and agreed to request a Dispensation to form a Temple **LU LU** (meaning in Arabic "**PEARL**"). Per the Dispensation, the first eleven were inducted into LU LU on January 19, 1884. The Ceremonial was conducted **MECCA** Temple. The first election of LU LU officers followed the Ceremonial 1884, the 2nd Ceremonial was held when 32 novices were inducted, and 4 were named. At the Special Ceremonial of March 22, 1884, when 29 men were of them from the Baltimore area, immediately demitted to organize **BOUM** Imperial Council Session in New York City on June 4, 1884, three new Temple Charters:

LU LU, Philadelphia (#16) "Pearl"

MURAT, Indianapolis (#17) "Name of an Arab Tribe"

BOUMI, Baltimore (#18) "Owl"

III. THE SHRINE HOSPITAL SYSTEM

From the beginnings, in 1871 (**MECCA**) through 1920 approximately, the approved philanthropy. The Temples were generous, however, in supporting national charities. In 1919, the Honorable W. Freeland Kendrick, Potentate 1918, and later Mayor of Philadelphia, 1924-1928, launched the idea that he undertake something for "friendless, orphaned, and crippled children." This (1920) at the Imperial Council Session in Portland, OR, Imperial Sir Kendrick was adopted) a motion to "establish a Shriners Hospital for Crippled Children" assessment of \$2.00, from every Shriner to support the Hospital, was Committee of Seven was appointed by Imperial Sir Kendrick to implement the

The Shrine Hospital System has grown to its current size of 19 Hospitals in the United States, Canada, and Mexico, and three Burns Institutes. The name has changed to Hospitals for Children. Every Shriner today contributes \$5.00 of his annual membership to the Hospital System.

Freeland Kendrick (known as "Free" or "Freel") became known as the "Father

System. He served on the National Board (he chaired it for many years) a Philadelphia Hospital Board until his death, March 20, 1953. After ser Potentate 1919/1920, Freel returned to LU LU, where he again served as Potentate for 10 years (1921-23).

IV. THE SHRINE FRATERNITY MATURES

In 1888, with the chartering of **RAMASES** Temple (#33), Toronto, Canada, to "The Shrine of North America". Temples were later organized in Mexico and in 2000, the prerequisite for membership was changed. A Freemason may not qualify for Shrine membership.

The original idea of Fun and Fellowship has never changed. The Potentate recognizes or charters Units and Clubs. Units are devoted to a stated purpose: Guard, Concert Band, Arab Patrol, Legion of Honor, etc. In addition to serving these Nobles are often joined by their Ladies for social activities. LU LU recognizes Clubs, however, are organized essentially for social activities and predominantly for Ladies in most events. LU LU has eight Shrine Clubs. They meet monthly for dinner and fellowship in public places – restaurants, Country Clubs, etc. They carry the name of the locations where they meet – i.e. Bucks County Shrine Club, Delaware County Shrine Club, etc.

To fully participate in the Shrine, support the Hospital, and enjoy the fellowship at the Temple, it is recommended that a Noble join at least one Unit and one Club and his or her Lady and family in the social activities.

Harry F. Spett

[Home](#) | [Divan](#) | [Clubs & Units](#) | [Events](#) | [Calendar](#) | [Email List](#)
[History](#) | [Paper Drive](#) | [The Fez](#) | [Links](#) | [Directions](#)

Page maintained by [Lu Lu Shriners](#).

Exhibit 192

Thomson CompuMark

Trademark Research Report

Mark Searched: LULU STUDIO

Client Name: HUNTON & WILLIAMS LLP

Type Of Search: FULL SEARCH

Formatted: By Source

Attention: BRONWYN A TUCKER

Your File: 66031.000004

Our File: 139562311 -59

Date Completed: July 12, 2007

Date Received: July 10, 2007

Received by: E-Mail

Goods/Services:

WEB-HOSTED SOFTWARE APPLICATION FOR USE IN THE DESIGN, CREATION AND PUBLICATION OF BOOKS, PHOTOBOOKS, COOKBOOKS AND CALENDARS; SOFTWARE FOR USE IN THE DESIGN, CREATION AND PUBLICATION OF BOOKS, PHOTOBOOKS, COOKBOOKS AND CALENDARS; DESKTOP PUBLISHING

We have taken all reasonable steps to ensure the completeness and accuracy of this report. However, for various reasons, including the subjective nature of trademark searching and the possibility of incomplete and inaccurate data provided by the United States Patent & Trademark Office and other national trademark offices, the Secretary of States' Offices, and all of the many vendors and publishers of trademark and business information used in compiling search reports, we cannot warrant that this report is complete or error free. AS A RESULT, WE DISCLAIM ALL WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. This search is valid only for the mark and goods noted above. If the mark or goods that were the subject of this search change, even slightly, a new search should be performed.

Any liability arising out of the preparation of this report is limited to a refund of the search fee paid. Acceptance of this search constitutes an acceptance of the aforesaid terms, conditions and limitations. This report in no way constitutes a legal opinion. The ranking of cited references into groups based on their relative relevance to the mark searched is for the convenience of our clients in reviewing the search report and is not intended to convey an opinion regarding the legal significance of any cited reference.



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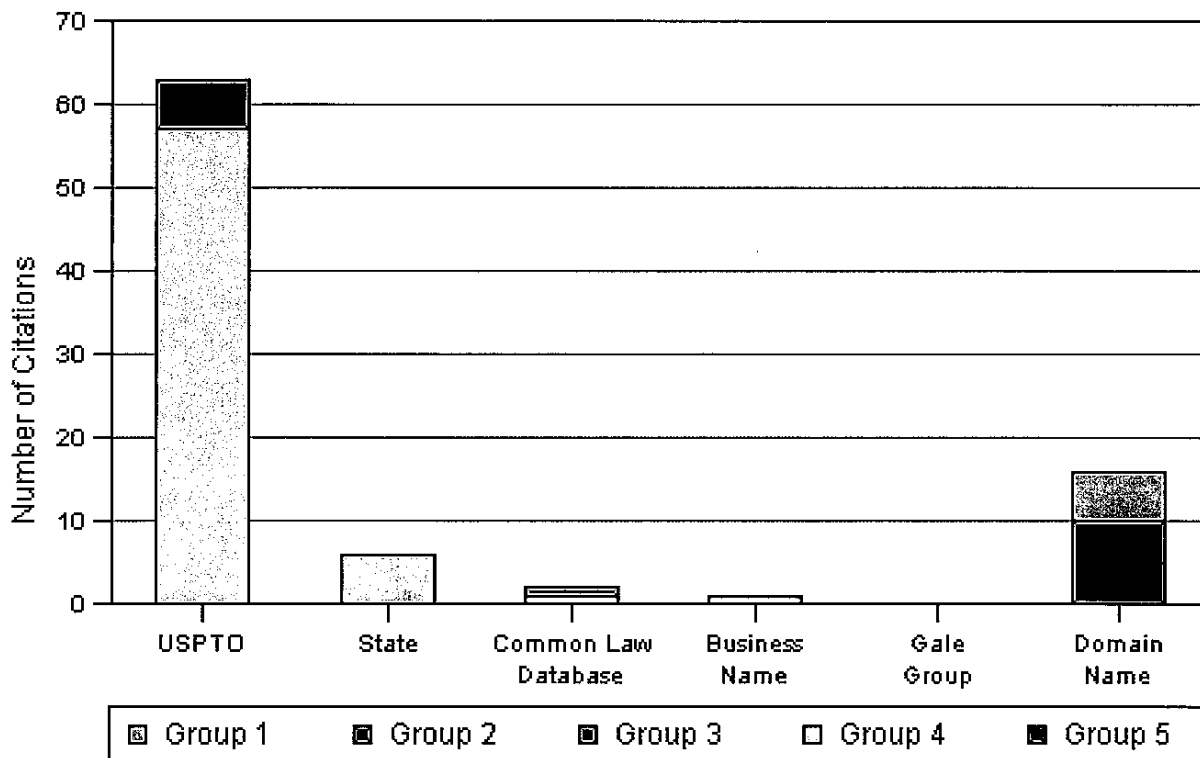
Mark Searched: LULU STUDIO

Search: 139562311

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**LULU 023370
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Report Graph & Table



	USPTO	State	Common Law Database	Business Name	Gale Group	Domain Name
Group 1	0	0	0	1	0	6
Group 2	0	0	0	0	0	10
Group 3	6	0	1	0	0	0
Group 4	57	6	1	0	0	0
Group 5	0	0	0	0	0	0
Totals	63	6	2	1	0	16

Mark Searched: LULU STUDIO


Analyst: JOEL FELDMAN

Report Graph Page: 5

Group One Summary

Citation	Status	Class(es)	Owner	Source	Page	Record of Interest
GROUP ONE						
1. <u>LULU STUDIO INC</u>	N/A	1,9,12, 24,35,36 ,37,38, 39,40, 41,42	N/A	Business Name	212	<input type="checkbox"/>
2. <u>LULU-STUDIO.COM</u>	N/A	N/A	N/A	Domain Name	224	<input type="checkbox"/>
3. <u>LULUSTUDIO.COM</u>	N/A	N/A	N/A	Domain Name	226	<input type="checkbox"/>
4. <u>LULU-STUDIOS.COM</u>	N/A	N/A	N/A	Domain Name	228	<input type="checkbox"/>
5. <u>LULUSTUDIOS.COM</u>	N/A	N/A	N/A	Domain Name	230	<input type="checkbox"/>
6. <u>LULUS-STUDIO.COM</u>	N/A	N/A	N/A	Domain Name	230	<input type="checkbox"/>
7. <u>LULUSSTUDIO.COM</u>	N/A	N/A	N/A	Domain Name	232	<input type="checkbox"/>

USPTO Summary Page

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
GROUP ONE						
No Group One Matches						
GROUP TWO						
No Group Two Matches						
GROUP THREE						
1. <u>LULU</u>	Pending	9, 16, 25, 35, 38, 41, 42	LULU ENTERPRISES, INC.	SN-77-217,960	17	<input type="checkbox"/>
2. <u>LOULOU</u>	Pending	16, 41	ROGERS PUBLISHING LIMITED	SN-78-381,136	20	<input type="checkbox"/>
3. <u>LULU</u> 	Published	35, 41, 42	LULU ENTERPRISES, INC.	RN-N/A SN-78-155,152	22	<input type="checkbox"/>
4. <u>LU-LU</u>	Registered	16	MADISON PARK GREETINGS, INC.	RN-2,710,747 SN-76-326,108	26	<input type="checkbox"/>
5. <u>LUULUU</u>	Abandoned	9, 35	LUULUU.COM, INC.	SN-76-005,186	27	<input type="checkbox"/>
6. <u>STUDIO</u>	Abandoned	16, 28, 41	CRANIUM INC.	SN-78-069,965	28	<input type="checkbox"/>
GROUP FOUR						
7. <u>LULU.COM</u>	Pending	9, 16, 18, 25, 35, 38, 41, 42	LULU ENTERPRISES, INC.	SN-77-217,955	30	<input type="checkbox"/>
8. <u>LULU THE LETTER-SPINNING SPIDER</u>	Registered	9, 16, 28	LEAPFROG ENTERPRISES, INC.	RN-3,218,677 SN-78-537,445	33	<input type="checkbox"/>

LULU STUDIO

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
9. <u>LULU BELLS TREASURES</u>	Registered	35	LULU BELLS TREASURES, INC.	RN-3,117,207 SN-78-687,321	35	<input type="checkbox"/>
10. <u>LULU COMPANY</u>	Pending	35	THE LULU COMPANY, INC.	SN-78-695,569	36	<input type="checkbox"/>
11. <u>LULU GUINNESS</u>	Registered	35	LULU GUINNESS LIMITED	RN-3,145,799 SN-76-284,213	38	<input type="checkbox"/>
12. <u>LULU LOLO</u>	Registered	16	EVANS, LOIS	RN-2,425,513 SN-75-474,713	39	<input type="checkbox"/>
13. <u>LULU THE DOG</u>	Pending	16	EDWARD S. LEAVER	SN-78-543,041	41	<input type="checkbox"/>
14. <u>LULU'S PEEPS</u>	Registered	16	VIACOM INTERNATIONAL IN C.	RN-2,863,527 SN-78-034,478	42	<input type="checkbox"/>
15. <u>LULU THERAPY ON A LEASH, INC.</u>	Registered	16, 21, 25, 41	THERAPY ON A LEASH, INC.	RN-2,517,778 SN-75-470,145	44	<input type="checkbox"/>
16. <u>THE ADVENTURES OF TINTIN AND LULU</u>	Pending	41	ZILKHA, BETTINA	SN-77-130,979	46	<input type="checkbox"/>
17. <u>TINA AND LULU</u>	Published	9, 41	ZENIMAX MEDIA INC.	SN-78-511,568	48	<input type="checkbox"/>
18. <u>LUCY BUFFETT'S LULU'S</u>	Registered	35	LULU'S LANDING, INC.	RN-3,055,023 SN-78-564,876	50	<input type="checkbox"/>
19. <u>LUCY BUFFETT'S LULU'S</u>	Registered	35	LULU'S LANDING, INC.	RN-3,055,016 SN-78-564,797	52	<input type="checkbox"/>
20. <u>LOULOU CACHAREL</u>	Pending	18, 25	CACHAREL U.S.A., INC.	SN-77-194,525	54	<input type="checkbox"/>
21. <u>LITTLE LULU</u>	Renewed	16	CLASSIC MEDIA, INC.	RN-990,189 SN-72-460,870	56	<input type="checkbox"/>

Search: 139562311

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LULU 023374
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LULU STUDIO

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
22. <u>TINA AND LULU</u>	Abandoned	9, 41, 42	ZENIMAX MEDIA INC.	SN-76-157,239	69	<input type="checkbox"/>
23. <u>LULU WEDDINGS</u>	Abandoned	35	LULU WEDDINGS	SN-78-742,943	71	<input type="checkbox"/>
24. <u>LULU 'N' LOU</u>	Abandoned	14, 16, 20, 21, 25, 28	KINGSLEY CARDS LIMITED	SN-78-114,333	72	<input type="checkbox"/>
25. <u>LITTLE LULU</u>	Expired	16	CLASSIC MEDIA, INC.	RN-959,441 SN-72-420,496	74	<input type="checkbox"/>
26. <u>LULU PRESS</u>	Abandoned	9, 16, 35, 41	LULU ENTERPRISES, INC.	SN-78-155,140	85	<input type="checkbox"/>
27. <u>LULU TECH CIRCUS</u>	Abandoned	9, 16, 35, 41	LULU ENTERPRISES, INC.	SN-78-155,141	88	<input type="checkbox"/>
28. <u>LULU AT THE CHATEAU</u>	Abandoned	16, 41	THOMAS, DANA	SN-78-676,220	91	<input type="checkbox"/>
29. <u>ROROTON LU LU TONG</u>	Registered	9	SHINCO ELECTRONICS GRO UP CO., LTD.	RN-2,968,357 SN-78-239,586	92	<input type="checkbox"/>
30. <u>LULU GREEN</u>	Abandoned	9	VIACOM INTERNATIONAL IN C.	SN-78-040,741	94	<input type="checkbox"/>
31. <u>LULU VALENTINE</u>	Abandoned	28	MIDWAY HOME ENTERTAINM ENT INC.	SN-75-708,575	96	<input type="checkbox"/>
32. <u>THE STUDIO</u>	Pending	16, 41	SACKLER, J.T.	SN-76-468,456	97	<input type="checkbox"/>
33. <u>INTERACTIVE STUDIO</u>	Registered	9	INTERNET PICTURES CORPO RATION	RN-2,920,233 SN-78-309,042	98	<input type="checkbox"/>
34. <u>PYRO STUDIOS</u>	Registered	9, 16, 41, 42	PYRO STUDIOS, S.L.	RN-2,839,379 SN-76-064,260	99	<input type="checkbox"/>

Search: 139562311

Analyst: JOEL FELDMAN

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LULU 023375
CONFIDENTIAL

LULU STUDIO

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
35. <u>VIKING STUDIOS</u>	Published	9	VIKING STUDIOS, LLC	SN-76-590,131	101	<input type="checkbox"/>
36. <u>ON AIR STUDIO</u>	Registered	9, 16, 35, 38, 41, 42	EARTH VIEW TELEVISION & DATATRANSFER GMB ...	RN-2,712,887 SN-76-336,359	102	<input type="checkbox"/>
37. <u>OPEN PRINT STUDIO</u>	Registered	9, 42	SEFAS TECHNOLOGIES, S.A.	RN-2,586,798 SN-76-056,320	105	<input type="checkbox"/>
38. <u>ADOBE STUDIO</u>	Registered	35	ADOBE SYSTEMS INCORPOR ATED	RN-2,725,810 SN-78-032,590	107	<input type="checkbox"/>
39. <u>MARINE STUDIOS</u>	Pending	35, 41	JACOBY, JIM	SN-77-094,041	109	<input type="checkbox"/>
40. <u>IOSTUDIO</u>	Registered	16, 41, 42	IOSTUDIO, LLC	RN-3,177,456 SN-76-603,085	111	<input type="checkbox"/>
41. <u>LINK STUDIO</u>	Registered	42	LINKINHOKER, MICHAEL S.	RN-2,934,701 SN-78-233,081	113	<input type="checkbox"/>
42. <u>VLM STUDIOS</u>	Registered	41, 42	VANESSA LAM-MENDIETA	RN-2,925,195 SN-78-350,866	115	<input type="checkbox"/>
43. <u>ONE ROOM STUDIO</u>	Published	41	ONE ROOM STUDIO, INC.	SN-78-841,095	117	<input type="checkbox"/>
44. <u>LIVE STUDIO</u>	Pending	40	GRAPHITA, INC.	SN-77-028,642	118	<input type="checkbox"/>
45. <u>LABEL STUDIO</u>	Registered	9	FIRSTLOGIC, INC.	RN-2,707,750 SN-76-260,243	119	<input type="checkbox"/>
46. <u>LABEL STUDIO</u>	Published	9	UNIVERSAL MUSIC MOBILE	SN-78-650,718	120	<input type="checkbox"/>
47. <u>LIVE STUDIO</u>	Pending	9	GRAPHITA, INC.	SN-77-028,639	122	<input type="checkbox"/>

LULU STUDIO

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
48. <u>MANGA STUDIO</u>	Registered	9	TOKYOPOP INC.	RN-3,170,199 SN-78-977,544	123	<input type="checkbox"/>
49. <u>MAP STUDIO</u>	Pending	9, 16, 39, 41, 42	NEW HOLLAND PUBLISHING (SOUTH AFRICA)(PR ...	SN-78-854,650	125	<input type="checkbox"/>
50. <u>MOTIVE STUDIO</u>	Registered	9	MOTIVE, INC.	RN-2,563,361 SN-76-153,855	128	<input type="checkbox"/>
51. <u>SHUTTERFLY STUDIO</u>	Published	9	SHUTTERFLY, INC.	SN-78-853,419	132	<input type="checkbox"/>
52. <u>VACATION STUDIO</u>	Pending	9, 42	SABREMARK LIMITED PARTN ERSHIP	SN-77-110,506	134	<input type="checkbox"/>
53. <u>ACUSTUDIO</u>	Registered	9	ACULEARN PTE LTD	RN-2,923,302 SN-78-361,822	137	<input type="checkbox"/>
54. <u>NEVOSTUDIO</u>	Registered	9	UNIVERSAL ELECTRONICS INC.	RN-3,262,061 SN-78-479,714	138	<input type="checkbox"/>
55. <u>TRAINERSTUDIO</u>	Published	9, 42	FRIDAYNOON, LLC	SN-77-070,836	140	<input type="checkbox"/>
56. <u>TRIALSTUDIO</u>	Pending	9	CRF INC.	SN-77-105,118	141	<input type="checkbox"/>
57. <u>ADOBE STUDIO</u>	Registered	9	ADOBE SYSTEMS INCORPOR ATED	RN-2,722,546 SN-78-032,392	142	<input type="checkbox"/>
58. <u>FL STUDIO</u>	Registered	9, 35, 41, 42	IMAGE LINE BVBA	RN-3,133,204 SN-79-002,388	144	<input type="checkbox"/>
59. <u>GL STUDIO</u>	Registered	9	DISTRIBUTED SIMULATION TECHNOLOGY, INC.	RN-3,038,079 SN-78-549,246	146	<input type="checkbox"/>
60. <u>INSIDE STUDIO</u>	Registered	9	GIANT LEAP SOLUTIONS, IN C.	RN-3,262,269 SN-78-550,817	148	<input type="checkbox"/>

Search: 139562311

Analyst: JOEL FELDMAN

USPTO Summary Page: 11

LULU 023377
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LULU STUDIO

Citation	Status	Class(es)	Owner	Reg/Serial Number	Page	Record of Interest
61. <u>VISUAL STUDIO</u> TTAB	Registered	9	MICROSOFT CORPORATION	RN-2,224,509 SN-75-001,431	149	<input type="checkbox"/>
62. <u>YOURPIX STUDIO</u>	Pending	9, 42	FUJIFILM U.S.A., INC.	SN-78-968,928	151	<input type="checkbox"/>
63. <u>STUDIO +</u> TTAB	Registered	9, 16, 35, 36, 38, 41, 42	CANAL+	RN-3,009,833 SN-75-766,560	153	<input type="checkbox"/>

GROUP FIVE

No Group Five Matches

ANALYST REVIEW - USPTO REPORTSearch Information

Type of Search: **FULL SEARCH**
Mark: **LULU STUDIO**
Goods/Services: **WEB-HOSTED SOFTWARE APPLICATION FOR USE IN THE DESIGN, CREATION AND PUBLICATION OF BOOKS, PHOTOBOOKS, COOKBOOKS AND CALENDARS; SOFTWARE FOR USE IN THE DESIGN, CREATION AND PUBLICATION OF BOOKS, PHOTOBOOKS, COOKBOOKS AND CALENDARS; DESKTOP PUBLISHING**

Data Information

This search report includes information from the USPTO Official Gazette published on **07/10/2007**. On the date your search was conducted, our most recent pending application data included USPTO trademark records filed through **07/06/2007**. These records are received from the U.S. Patent and Trademark Office and updated to our database as they are made available. Serial numbers filed through **07/01/2007** were complete at the time this search was conducted.* (The period between most recent records and complete records is attributable to gaps in serial numbers and dates from the USPTO; some of these gaps are due to differences in processing for electronically-filed applications.)

Our database includes active USPTO text records dating from **1884** to present.

All queries in the Search Strategy below have been applied to all active applications and registrations in our database, as well as inactive USPTO applications and registrations from 01/01/2002 to the present. Inactive USPTO applications and registrations from 01/01/1984 - 01/01/2002 are searched for identical trademarks.

* Except for a small number of applications delayed in processing by the USPTO.

In-Use Information

In-Use Information shows whether and how potentially conflicting trademarks are being used on the Web. We provide information, when available, on the citation, its owner and its use in commerce for up to 25 Group One citations per data source (USPTO, State, Common Law Database, Business Names and Gale Group Database). The search results included in this section are a selection of the information available at the time of the preparation of this search report, and are not a comprehensive representation of the Web. Any of the Web links included in your search report may become unavailable at any time following the preparations of this report.

Last Reported Owner

"Last Reported Owner" is our best determination of the owner of a trademark, based on a programmatic analysis of USPTO trademark records and any assignment transactions associated with the trademark. In determining "Last Reported Owner", we exclude recorded documents representing security interests, liens and other transactions which ordinarily do not result in a change of ownership.

Owner Matching

The Owner Matching feature is an index within the trademark record showing citations within the report with the same owner. Owner Matching is an alphabetical, word for word match. Inconsistencies in the data coming from providers (i.e., USPTO, State, etc.) may impact results.

Owner Information

Owner Information provides business information about the last reported owner of a trademark, based on a programmatic matching of USPTO, State and certain Common Law trademark records and any business information associated with the trademark owner. We do not guarantee the accuracy of the programmatic matching nor the accuracy of the business information provided by our third party vendors.

Data InformationWorldwide Filings

A Worldwide Filings flag indicates how often owners of cited USPTO trademarks have filed for protection of the cited marks outside the United States. We compare the owner and trademark, as listed in our proprietary USPTO database, to our worldwide trademark databases. The worldwide trademark databases include first publications since January 1, 1976. (For China, only trademarks published since January 1, 1986 are included). In most of the over 200 countries, first publications are new applications published in the Official Gazettes for opposition purposes.

Please Note: Worldwide Filings provides an indication of international trademark filings, but should be considered advisory information only, due to possible inconsistencies in the data and the update frequency of trademark records provided by international trademark offices. Furthermore, the documentation does not include renewals or indications about the subsequent fate of the applications retrieved, such as registrations, rejections, withdrawals, amendments and partial cancellations. For additional information, please refer to the electronic version of this search report, accessible through your SAEGIS™ Inbox.

Analyst Information

Name: **JOEL FELDMAN**

Comments: **I developed the following search strategy to provide a comprehensive, accurate report. These queries, listed below, retrieved 303 potential references from the database. After careful review and analysis, I have selected 63 records for your review.**

THERE ARE OTHER "LULU" AND "STUDIO" FORMATIVES IN THE CLASSES SEARCHED.

Search Strategy

Type	Query	Classes	#References
1. EXACT MARK GOODS PREFIX	LULUSTUD(I,Y)(O,OS) <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE, BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES	0
2. EXACT MARK	LULUSTUD(I,Y)(O,OS)	9,35,42,16	0
3. EXACT MARK	LULUSTUD(I,Y)(O,OS)	ALL CLASSES	0
4. PREFIX GOODS PREFIX	LULUSTUD(I,Y)O <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE, BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES	0
5. PREFIX	LULUSTUD(I,Y)O	9,35,42,16	0
6. PREFIX	LULUSTUD(I,Y)O	ALL CLASSES	0

<u>Search Strategy</u>			
Type	Query	Classes	#References
7. LETTERSTRING LETTERSTRING	LULU <and> STUD(I,Y)O	ALL CLASSES	0
8. PREFIX LETTERSTRING	LULU <and> STUD(I,Y)O	ALL CLASSES	0
9. PREFIX LETTERSTRING	L(U,OU,EW,EU, UE)L(U,OU,EW,EU) <and> STUD(I,Y)O	ALL CLASSES	0
10. LETTERSTRING LETTERSTRING	L(U,OU,EW,EU, UE)L(U,OU,EW,EU) <and> STUD(I,Y)O	ALL CLASSES	0
11. LETTERSTRING LETTERSTRING	LULU <and> STUD	ALL CLASSES	0
12. LETTERSTRING LETTERSTRING	LULU <and> D(I,Y)O	ALL CLASSES	0
13. PREFIX	LULUSTU	ALL CLASSES	0
14. PREFIX	LULUS	9,35,42,16	9
15. LETTERSTRING LETTERSTRING	LULU <and> STU	9,35,42,16	0
16. LETTERSTRING LETTERSTRING	LULU <and> D(I,Y)O	9,35,42,16	0
17. PREFIX GOODS PREFIX	LULU <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE, BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES	25
18. PREFIX GOODS PREFIX	L(U,OU,EW,EU, UE)L(U,OU,EW,EU) <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE, BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES	2
19. WORD	LULU	9,35,42,16	22
20. PREFIX	LULU	9,35,42,16	2
21. PREFIX	L(U,OU,EW,EU, UE)L(U,OU,EW,EU)	9,35,42,16	1
22. PREFIX	LU <and>	9,35,42,16	4

<u>Search Strategy</u>			
Type	Query	Classes	#References
	LETTERSTRING	STUD(I,Y)O	
23.	LETTERSTRING LETTERSTRING	ULU <and> STUD(I,Y)O	9,35,42,16 0
24.	SUFFIX	LUSTUD(I,Y)(O,OS)	9,35,42,16 2
25.	PREFIX LETTERSTRING	L <and> STUD(I,Y)O	9,35,42,16 76
26.	SUFFIX GOODS PREFIX GOODS PREFIX	STUD(I,Y)O <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE) <and> (BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES 103
27.	SUFFIX GOODS PREFIX GOODS PREFIX	STUD(I,Y)OS <and> (SOFTW,INTERNET, ONLIN,WEB,CYBER, VIRTUAL,INTRANE) <and> (BOOK,PUBLIS, PHOTO,DESKT)	ALL CLASSES 56
28.	SUFFIX	USTUD(I,Y)O	9,35,42,16 1
29.	SUFFIX	USTUD(I,Y)OS	9,35,42,16 0
30.	LETTERSTRING LETTERSTRING	ULU <and> STUDIO	9,16,35,42 0

<u>Class Identification</u>	
09	ELECTRICAL AND SCIENTIFIC APPARATUS
16	PAPER GOODS AND PRINTED MATTER
35	ADVERTISING AND BUSINESS SERVICES
42	SCIENTIFIC, TECHNOLOGICAL AND LEGAL SERVICES

LULU STUDIO

US-1
Group: Three



LULU

Status: PENDING
FILED AS USE APPLICATION
USE APPLICATION - CURRENT

USPTO Status: NEW APPLICATION - RECORD INITIALIZED NOT
ASSIGNED TO EXAMINER

USPTO Status Date: JUL 02, 2007

Goods/Services:

International Class 9: DOWNLOADABLE MP3 FILES, MP3 RECORDINGS, ONLINE DISCUSSION BOARDS, WEB CASTS, PODCASTS FEATURING MUSIC, AUDIO BOOKS AND NEWS BROADCASTS; DOWNLOADABLE BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS VIA THE INTERNET AND WIRELESS DEVICES; PROVIDING DOWNLOADABLE ELECTRONIC NEWSLETTERS IN THE FIELD OF PUBLISHING; CD-ROM DISKS AND DVDS

International Class 16: BOOKS OF GENERAL INTEREST, NAMELY FICTION AND NON-FICTION BOOKS ON A VARIETY OF TOPICS; PENS; BOOKMARKS; STICKERS; NEWSLETTERS IN THE FIELD OF PUBLISHING; BUSINESS CARDS; POSTCARDS

International Class 25: CLOTHING, NAMELY, HATS AND SHIRTS

International Class 35: ONLINE ORDERING SERVICES FEATURING BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS; BUSINESS CONSULTING, NAMELY PROVISION OF INFORMATION AND ADVICE IN THE FIELD OF SELF-PUBLISHING; DISTRIBUTORSHIP SERVICES IN THE FIELD OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS; ADVERTISING, MARKETING AND PROMOTION SERVICES

International Class 38: COMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS AMONG USERS OF COMPUTERS; PROVIDING ON-LINE FORUMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING SELF-PUBLISHING; COMMUNICATION SERVICES, NAMELY, TRANSMITTING STREAMED SOUND AND AUDIO-VISUAL RECORDINGS VIA THE INTERNET

International Class 41: PUBLISHING SERVICES, NAMELY, PRINT ON DEMAND AND PUBLISH ON DEMAND OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS; PUBLICATION OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND

ELECTRONIC PUBLICATIONS; MULTIMEDIA PUBLISHING OF BOOKS, BROCHURES, MAGAZINES, JOURNALS, SOFTWARE, GAMES, MUSIC, AND ELECTRONIC PUBLICATIONS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING MUSICAL PERFORMANCES, MUSICAL VIDEOS, RELATED FILM CLIPS, PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS; WORKSHOPS AND SEMINARS IN THE FIELD OF SELF-PUBLISHING; PROVIDING ON-LINE TRAINING IN THE FIELD OF SELF-PUBLISHING; ON-LINE JOURNALS, NAMELY, BLOGS FEATURING INFORMATION ABOUT -SELF PUBLISHING; WRITTEN TEXT EDITING; VIDEO EDITING

International Class 42: PROVIDING INFORMATION ON BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS VIA A GLOBAL COMPUTER NETWORK; PROVIDING INFORMATION ON FORMATTING, EDITING, DESIGN, MARKETING AND DISTRIBUTION OF BOOKS, BROCHURES, PUBLIC ATIONS, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS VIA A GLOBAL COMPUTER NETWORK; GRAPHIC DESIGN SERVICES; DESIGN AND DEVELOPMENT OF MULTIMEDIA PRODUCTS

First Used: MAR 2007 (INTL. CL. 9)

In Commerce: MAR 2007

First Used: MAR 2007 (INTL. CL. 16)

In Commerce: MAR 2007

First Used: MAY 2007 (INTL. CL. 25)

In Commerce: MAY 2007

First Used: MAR 2007 (INTL. CL. 35)

In Commerce: MAR 2007

First Used: MAR 2007 (INTL. CL. 38)

In Commerce: MAR 2007

First Used: MAR 2007 (INTL. CL. 41)

In Commerce: MAR 2007

First Used: MAR 2007 (INTL. CL. 42)

In Commerce: MAR 2007

Last Reported Owner:



LULU ENTERPRISES, INC.
DELAWARE CORPORATION
860 AVIATION PARKWAY
SUITE 300
MORRISVILLE, NORTH CAROLINA 27560

We Have Located Other Marks With This Owner

<u>LULU</u>	USPTO	Page 22
<u>LULU.COM</u>	USPTO	Page 30
<u>LULU PRESS</u>	USPTO	Page 85

LULU TECH CIRCUS

USPTO

Page 88

Chronology:

Filed: JUN 28, 2007

Serial Number: 77-217,960

Ownership Details:

Applicant:

LULU ENTERPRISES, INC.
DELAWARE CORPORATION
860 AVIATION PARKWAY
SUITE 300
MORRISVILLE, NORTH CAROLINA 27560

Claims:

COLOR IS NOT CLAIMED AS A FEATURE OF THE MARK.

Design Phrase:

THE MARK CONSISTS OF THE WORD LULU WITH AN IMAGE OF AN OVAL-SHAPED RING SUPERIMPOSED OVER THE TOP HALF OF THE WORD.

Filing Correspondent:

SUSAN FREYA OLIVE
OLIVE & OLIVE, P.A.
PO BOX 2049
DURHAM, NC 27702-2049

LULU STUDIO

US-2
Group: Three

LOULOU

LOULOU

Status: PENDING
SECTION 44 (D)
INTENT TO USE
44(D) APPLICATION - CURRENT

USPTO Status: REPORT COMPLETED SUSPENSION CHECK - CASE
STILL SUSPENDED

USPTO Status Date: FEB 02, 2007

Goods/Services:

International Class 16: PRINTED PUBLICATIONS, NAMELY BOOKS,
MAGAZINES AND NEWSLETTERS ALL RELATING TO SHOPPING
FOR CONSUMER GOODS AND FASHION

International Class 41: PROVIDING ON-LINE BOOKS, MAGAZINES
AND NEWSLETTERS RELATING TO SHOPPING FOR CONSUMER
GOODS AND FASHION

Last Reported Owner:

ROGERS PUBLISHING LIMITED
CANADA CORPORATION
333 BLOOR STREET EAST
9TH FLOOR
TORONTO, CANADA M4W 1G9

Chronology:

Filed: MAR 09, 2004

Serial Number: 78-381,136

Ownership Details:

Applicant:

ROGERS PUBLISHING LIMITED
CANADA CORPORATION
333 BLOOR STREET EAST
9TH FLOOR
TORONTO, CANADA M4W 1G9

Non-U.S. Application Claimed: 1203476

Non-U.S. Application Date: JAN 15, 2004

Non-U.S. Application Country: CANADA

Filing Correspondent:

DAVID M. SILVERMAN, ESQ.
DAVIS WRIGHT TREMAINE LLP
SUITE 200
1919 PENNSYLVANIA AVE., N.W.
WASHINGTON DC 20006

Domestic Representative: DAVID M. SILVERMAN, ESQ.

LULU STUDIO

US-3
Group: Three

LULU

LULU

TTAB

Status: PUBLISHED
INTENT TO USE

USPTO Status: FIRST EXTENSION - GRANTED

USPTO Status Date: MAY 10, 2007

Goods/Services:

International Class 35: ADMINISTRATION OF A DISCOUNT PROGRAM ENABLING PARTICIPANTS TO OBTAIN DISCOUNTS ON GOODS AND SERVICES; PROMOTING THE GOODS AND SERVICES OF OTHERS BY PLACING ADVERTISEMENTS AND PROMOTIONAL MATERIALS IN ELECTRONIC PUBLICATIONS ACCESSED VIA COMPUTER, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, ON-LINE WEB SITES, TELEPHONE, OR WIRELESS NETWORKS, BY DISTRIBUTING ADVERTISEMENTS AND PROMOTIONAL MATERIALS VIA COMPUTER, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, ON-LINE WEB SITES, TELEPHONE, OR WIRELESS NETWORKS, OR THROUGH ON-LINE PROMOTIONAL CONTESTS; ARRANGING, CONDUCTING AND PROMOTING BUSINESS AND CONSUMER CONFERENCES, BUSINESS AND CONSUMER CONVENTIONS, BUSINESS AND CONSUMER EXHIBITIONS, AND TRADE SHOWS IN THE FIELDS OF BUSINESS AND COMMERCE, EDUCATION, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH CONFERENCES, CONVENTIONS, EXHIBITIONS AND TRADE SHOWS FOCUSED ON THE AREAS OF ADVERTISING AND MARKETING; BUSINESS CONSULTATION SERVICES; CONTESTS AND INCENTIVE AWARD PROGRAMS TO PROMOTE THE SALE OF GOODS AND SERVICES OF OTHERS; ON-LINE AUCTION SERVICES; PROMOTING EDUCATIONAL AND ENTERTAINMENT EVENTS OF OTHERS IN THE NATURE OF CONFERENCES, CONVENTIONS, AND EXHIBITIONS, IN THE FIELDS OF BUSINESS AND COMMERCE, EDUCATION, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH CONFERENCES, CONVENTIONS, EXHIBITIONS AND TRADE SHOWS FOCUSED ON THE AREAS OF ADVERTISING AND MARKETING BY PLACING ADVERTISEMENTS AND PROMOTIONAL MATERIALS IN ELECTRONIC PUBLICATIONS ACCESSED VIA COMPUTER, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, ON-LINE WEB SITES, TELEPHONE, OR WIRELESS NETWORKS, BY DISTRIBUTING ADVERTISEMENTS AND

PROMOTIONAL MATERIALS VIA COMPUTER, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, ON-LINE WEB SITES, TELEPHONE, OR WIRELESS NETWORKS, OR THROUGH ON-LINE PROMOTIONAL CONTESTS, PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS THROUGH THE DISTRIBUTION OF ON-LINE PROMOTIONAL MATERIAL AND PROMOTIONAL CONTESTS; PROVIDING CONSUMER INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE, EDUCATION, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY; AND PROVIDING INFORMATION IN THE FIELDS OF BUSINESS AND COMMERCE; PROVIDING INFORMATION IN THE NATURE OF PRERECORDED AUDIO AND AUDIOVISUAL MESSAGES AND PROGRAMS ON THE SUBJECTS OF BUSINESS, COMMERCE VIA STAND-ALONE AND NETWORKED COMPUTERS, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, WEB SITES, TELEPHONE, OR WIRELESS NETWORKS; PROVIDING BUSINESS ADVICE AND CONSUMER INFORMATION IN THE NATURE OF AUDIO, VISUAL, AND MULTIMEDIA PROGRAMS IN THE FIELDS OF BUSINESS, COMMERCE, AND INFORMATION SERVICES VIA STAND-ALONE AND NETWORKED COMPUTERS, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, WEB SITES, TELEPHONE, OR WIRELESS NETWORKS

International Class 41: ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES, CONVENTIONS, AND EXHIBITIONS, IN THE FIELDS OF EDUCATION, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH CONFERENCES, CONVENTIONS, EXHIBITIONS AND TRADE SHOWS FOCUSED ON THE AREAS OF ADVERTISING AND MARKETING; AWARDS PROGRAMS FOR BUSINESSES AND INDIVIDUALS WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS IN BUSINESS AND COMMERCE, EDUCATION, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH AWARDS FOCUSED ON CONTRIBUTIONS TO THE AREAS OF ADVERTISING AND MARKETING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING AUDIO, VISUAL, AND MULTIMEDIA PERFORMANCES, MOTION PICTURE PERFORMANCES, AND NEWS AND VARIETY SHOWS; ENTERTAINMENT IN THE NATURE OF COMPETITIONS IN THE FIELDS OF BUSINESS AND COMMERCE, GENERAL KNOWLEDGE, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH COMPETITIONS FOCUSED ON THE AREAS OF ADVERTISING AND MARKETING; ENTERTAINMENT SERVICES, NAMELY, PROVIDING ELECTRONIC AND VIDEO GAMES FOR PLAYING ON SITE AND ON-LINE; ENTERTAINMENT SERVICES, NAMELY, PROVIDING EDUCATIONAL AND MOTIVATIONAL SPEAKERS IN THE FIELDS OF BUSINESS AND COMMERCE, GENERAL KNOWLEDGE, INFORM

ATION SERVICES, SCIENCE, AND TECHNOLOGY; PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS TO DEMONSTRATE EXCELLENCE OR UNUSUAL PERFORMANCE IN THE FIELDS OF BUSINESS AND COMMERCE, GENERAL KNOWLEDGE, INFORMATION SERVICES, SCIENCE, AND TECHNOLOGY, OTHER THAN SUCH AWARDS FOCUSED ON THE AREAS OF ADVERTISING AND MARKETING; AND PUBLICATION OF ELECTRONIC NEWSPAPERS FEATURING GENERAL KNOWLEDGE ACCESSIBLE VIA STAND-ALONE AND NETWORKED COMPUTERS, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, WEB SITES, TELEPHONE, OR WIRELESS NETWORKS

International Class 42: PROVIDING INFORMATION IN THE NATURE OF PRERECORDED AUDIO AND AUDIOVISUAL MESSAGES ON THE SUBJECTS OF SCIENCE, TECHNOLOGY AND INFORMATION TECHNOLOGY VIA STAND-ALONE AND NETWORKED COMPUTERS, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, WEB SITES, TELEPHONE, OR WIRELESS NETWORKS; PROVIDING INFORMATION IN THE NATURE OF AUDIO, VISUAL, AND MULTIMEDIA MATERIALS IN THE FIELDS OF SCIENCE, TECHNOLOGY AND INFORMATION TECHNOLOGY VIA STAND-ALONE AND NETWORKED COMPUTERS, COMMUNICATION NETWORKS, ELECTRONIC NETWORKS, WEB SITES, TELEPHONE, OR WIRELESS NETWORKS

Last Reported Owner:



LULU ENTERPRISES, INC.
DELAWARE CORPORATION
860 AVIATION PARKWAY
SUITE 300
MORRISVILLE, NORTH CAROLINA 27560

We Have Located Other Marks With This Owner

<u>LULU</u>	USPTO	Page 17
<u>LULU.COM</u>	USPTO	Page 30
<u>LULU PRESS</u>	USPTO	Page 85
<u>LULU TECH CIRCUS</u>	USPTO	Page 88

Chronology:

Filed: AUG 16, 2002 **Serial Number:** 78-155,152
Published For Opposition: JAN 24, 2006

Trademark Trials and Appeal Board (TTAB) Information:



Extension of Time to Oppose Number: 78155152
Extension of Time to Oppose Filed: FEB 23, 2006

Outcome: TERMINATED AUG 08, 2006

Potential Opposer:
ROGERS PUBLISHING LIMITED

Applicant:
LULU ENTERPRISES, INC.

Mark:
Serial Number:
Correspondent:
DAVID M. SILVERMAN, ESQ.
COLE, RAYWID & BRAVERMAN,
L.L.P.
1919 PENNSYLVANIA AVE.,
N.W.SUITE 200
WASHINGTON, DC 20006 US

Mark: LULU
Serial Number: 78-155,152
Correspondent:
SUSAN FREYA OLIVE
OLIVE & OLIVE P.A.
500 MEMORIAL STREET; PO BOX
2049
DURHAM, NC 27702-2049

TTAB Entry: #4 REQ. FOR EXTENSION OF TIME TO OPPOSE, MAY 24, 2006

TTAB Entry: #3 REQUEST TO EXT. TIME TO OPPOSE GRANTED TO (DUE DATE), MAY 24, 2006

Ownership Details:

Applicant:

LULU ENTERPRISES, INC.
DELAWARE CORPORATION
860 AVIATION PARKWAY
SUITE 300
MORRISVILLE, NORTH CAROLINA 27560

Filing Correspondent:

SUSAN FREYA OLIVE
OLIVE & OLIVE PA
500 MEMORIAL ST P O BOX 2049
DURHAM, NC 27702-2049

LULU STUDIO

US-4
Group: Three



LU-LU

Status: REGISTERED
AMENDED TO USE APPLICATION

USPTO Status: REGISTERED
USPTO Status Date: APR 29, 2003

Goods/Services:

International Class 16: STATIONERY, GREETING CARDS, NOTE
CARDS, GIFT WRAPPING PAPER, PAPER INVITATIONS

First Used: DEC 01, 2000 (INTL. CL. 16)

In Commerce: JAN 01, 2001

Last Reported Owner:



MADISON PARK GREETINGS, INC.
WASHINGTON CORPORATION
1407 11TH AVENUE
SEATTLE, WASHINGTON 98122-3901

Chronology:

Filed: OCT 15, 2001 **Serial Number:** 76-326,108
Published For Opposition: FEB 04, 2003
Registered: APR 29, 2003 **Registration Number:** 2,710,747

Ownership Details:

Registrant:

MADISON PARK GREETINGS, INC.
WASHINGTON CORPORATION
1407 11TH AVENUE
SEATTLE, WASHINGTON 98122-3901

Portrait Permission:

THE MARK DOES NOT IDENTIFY THE NAME OF A LIVING
INDIVIDUAL.

Filing Correspondent:

CLARK A. PUNTIGAM
JENSEN & PUNTIGAM, P.S.
2033 6TH AVE STE 1020
SEATTLE WA 98121-2527

LULU STUDIO

US-5
Group: Three

LUULUU

LUULUU

Status: ABANDONED
INTENT TO USE

USPTO Status: ABANDONED-FAILURE TO RESPOND
USPTO Status Date: SEP 09, 2002

Goods/Services:

International Class 9: COMPUTER SOFTWARE PROGRAMS
DEALING WITH FACILITATING ONLINE CLOTHING PURCHASES
International Class 35: ONLINE BUSINESS SERVICES, NAMELY
FACILITATING THE SELECTION OF CLOTHING PURCHASES VIA A
GLOBAL COMPUTER NETWORK; AND PROVIDING PERSONAL
SHOPPING ASSISTANCE VIA A GLOBAL COMPUTER NETWORK

Last Reported Owner:

LUULUU.COM, INC.
NEW YORK CORPORATION
648 BROADWAY, SUITE 602
NEW YORK, NEW YORK 10012

Chronology:

Filed: MAR 20, 2000 **Serial Number:** 76-005,186
Abandoned: JUL 24, 2002

Ownership Details:

Applicant:

LUULUU.COM, INC.
NEW YORK CORPORATION
648 BROADWAY, SUITE 602
NEW YORK, NEW YORK 10012

Filing Correspondent:

MANFRED REIFF
LUULUU COM INC
604 MISSION ST FL 9
SAN FRANCISCO CA 94105-3505

STUDIO

STUDIO

Status: ABANDONED
INTENT TO USE

USPTO Status: ABANDONED-FAILURE TO RESPOND

USPTO Status Date: NOV 19, 2002

Goods/Services:

International Class 16: CALENDARS; CARDS, NAMELY BLANK CARDS; PLAYING CARDS; NOTEPADS, ORIGAMI TISSUE PAPER, ORIGAMI WAX PAPER; SYNTHETIC PAPER; BOOKS IN THE NATURE OF ACTIVITY BOOKS, DATE BOOKS; MAGAZINES AND NEWSLETTERS IN THE FIELD OF GAMES AND ENTERTAINMENT ACTIVITIES; PUZZLES, NAMELY, CROSSWORD PUZZLES; SYNDICATED NEWSPAPER COLUMNS FEATURING GAMES AND ENTERTAINMENT ACTIVITIES; ALL FEATURING OR RELATED DIRECTLY TO ONE OF APPLICANT'S BRANDED GAMES

International Class 28: GAMES AND PUZZLES IN THE NATURE OF ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, JIGSAW PUZZLES, MANIPULATIVE PUZZLES; EQUIPMENT, MATERIALS AND QUESTIONS SETS SOLD TOGETHER AS A UNIT OR SEPARATELY FOR PLAYING GAMES AND PUZZLE GAMES THAT CAN BE PLAYED BY INDIVIDUALS OR GROUPS; HANDHELD UNIT FOR PLAYING ELECTRONIC GAMES AND PUZZLES

International Class 41: ENTERTAINMENT IN THE NATURE OF PROVIDING A VARIETY OF INDIVIDUAL AND GROUP ONLINE GAMES AND PUZZLES, SPELLING, DRAWING, ACTING, SINGING, WRITING, MEMORY AND GUESSING GAME ACTIVITIES AVAILABLE VIA A WEB SITE, VIA ELECTRONIC MAIL SUBSCRIPTION, AND VIA COMPUTER NETWORK TO NETWORK USERS; ORGANIZING AND CONDUCTING SPELLING, DRAWING, ACTING, SINGING, WRITING, MEMORY AND GUESSING GAME TOURNAMENTS AND COMPETITIONS; PROVIDING AN ONLINE DATABASE FEATURING GAMES, PUZZLES, AND SPELLING, DRAWING, ACTING, SINGING, WRITING, MEMORY AND GUESSING GAME ACTIVITIES; ENTERTAINMENT IN THE NATURE OF ONGOING TELEVISION GAMES SHOWS; PROVIDING A WEB SITE FEATURING GAMES THAT ENCOURAGE TEAM BUILDING, LEADERSHIP AND COMMUNITY SERVICE; ALL FEATURING OR RELATED DIRECTLY TO ONE OF APPLICANT'S BRANDED GAMES

Last Reported Owner:



CRANIUM INC.
WASHINGTON CORPORATION
1511 THIRD AVENUE, SUITE 433
SEATTLE, WASHINGTON 98101

Chronology:

Filed: JUN 19, 2001

Serial Number: 78-069,965

Abandoned: OCT 28, 2002

Ownership Details:

Applicant:

CRANIUM INC.
WASHINGTON CORPORATION
1511 THIRD AVENUE, SUITE 433
SEATTLE, WASHINGTON 98101

Filing Correspondent:

HEIDI L. SACHS
PERKINS COIE LLP
1201 3RD AVE STE 4800
SEATTLE WA 98101-3266

LULU STUDIO

US-7
Group: Four



LULU.COM

Status: PENDING
INTENT TO USE

USPTO Status: NEW APPLICATION - RECORD INITIALIZED NOT
ASSIGNED TO EXAMINER

USPTO Status Date: JUL 02, 2007

Goods/Services:

International Class 9: DOWNLOADABLE MP3 FILES, MP3 RECORDINGS, ONLINE DISCUSSION BOARDS, WEB CASTS, PODCASTS FEATURING MUSIC, AUDIO BOOKS AND NEWS BROADCASTS; DOWNLOADABLE BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS VIA THE INTERNET AND WIRELESS DEVICES; PROVIDING DOWNLOADABLE ELECTRONIC NEWSLETTERS IN THE FIELD OF PUBLISHING; CD-ROM DISKS AND DVDS

International Class 16: BOOKS OF GENERAL INTEREST, NAMELY FICTION AND NON-FICTION BOOKS ON A VARIETY OF TOPICS; PENS; BOOKMARKS; STICKERS; NEWSLETTERS IN THE FIELD OF PUBLISHING; BUSINESS CARDS; POSTCARDS

International Class 18: TOTE BAGS

International Class 25: CLOTHING, NAMELY, HATS AND SHIRTS

International Class 35: ONLINE ORDERING SERVICES FEATURING BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS; BUSINESS CONSULTING, NAMELY PROVISION OF INFORMATION AND ADVICE IN THE FIELD OF SELF-PUBLISHING; DISTRIBUTION SERVICES IN THE FIELD OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND ELECTRONIC PUBLICATIONS; ADVERTISING, MARKETING AND PROMOTION SERVICES

International Class 38: COMMUNICATION SERVICES, NAMELY, ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS AMONG USERS OF COMPUTERS; PROVIDING ON-LINE FORUMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING SELF-PUBLISHING; COMMUNICATION SERVICES, NAMELY, TRANSMITTING STREAMED SOUND AND AUDIO-VISUAL RECORDINGS VIA THE INTERNET

International Class 41: PUBLISHING SERVICES, NAMELY, PRINT ON DEMAND AND PUBLISH ON DEMAND OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS; PUBLICATION OF BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS AND

ELECTRONIC PUBLICATIONS; MULTIMEDIA PUBLISHING OF BOOKS, BROCHURES, MAGAZINES, JOURNALS, SOFTWARE, GAMES, MUSIC, AND ELECTRONIC PUBLICATIONS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING MUSICAL PERFORMANCES, MUSICAL VIDEOS, RELATED FILM CLIPS, PHOTOGRAPHS, AND OTHER MULTIMEDIA MATERIALS; WORKSHOPS AND SEMINARS IN THE FIELD OF SELF-PUBLISHING; PROVIDING ON-LINE TRAINING IN THE FIELD OF SELF-PUBLISHING; ON-LINE JOURNALS, NAMELY, BLOGS FEATURING INFORMATION ABOUT SELF-PUBLISHING; WRITTEN TEXT EDITING; VIDEO EDITING

International Class 42: PROVIDING INFORMATION ON BOOKS, BROCHURES, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS VIA A GLOBAL COMPUTER NETWORK; PROVIDING INFORMATION ON FORMATTING, EDITING, DESIGN, MARKETING AND DISTRIBUTION OF BOOKS, BROCHURES, PUBLICATIONS, CALENDARS, IMAGES, MUSIC, AUDIO AND AUDIOVISUAL MATERIALS VIA A GLOBAL COMPUTER NETWORK; GRAPHIC DESIGN SERVICES; DESIGN AND DEVELOPMENT OF MULTIMEDIA PRODUCTS

Last Reported Owner:



LULU ENTERPRISES, INC.
 DELAWARE CORPORATION
 860 AVIATION PARKWAY
 SUITE 300
 MORRISVILLE, NORTH CAROLINA 27560

We Have Located Other Marks With This Owner

<u>LULU</u>	USPTO	Page 17
<u>LULU</u>	USPTO	Page 22
<u>LULU PRESS</u>	USPTO	Page 85
<u>LULU TECH CIRCUS</u>	USPTO	Page 88

Chronology:

Filed: JUN 28, 2007 **Serial Number:** 77-217,955

Ownership Details:

Applicant:

LULU ENTERPRISES, INC.
 DELAWARE CORPORATION
 860 AVIATION PARKWAY
 SUITE 300
 MORRISVILLE, NORTH CAROLINA 27560

Claims:

COLOR IS NOT CLAIMED AS A FEATURE OF THE MARK.

Design Phrase:

THE MARK CONSISTS OF THE WORD LULU.COM WITH AN IMAGE OF AN OVAL-SHAPED RING SUPERIMPOSED OVER THE TOP HALF OF THE LULU TERM.

Filing Correspondent:

SUSAN FREYA OLIVE
OLIVE & OLIVE, P.A.
PO BOX 2049
DURHAM, NC 27702-2049

LULU STUDIO

US-8
Group: Four

LULU THE LETTER-SPINNING SPIDER

LULU THE LETTER-SPINNING SPIDER

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: MAR 13, 2007

Goods/Services:

International Class 9: VIDEO AND AUDIO CASSETTES, TAPES, CD ROMS AND DVD'S FEATURING CHILDREN'S EDUCATION; CHILDREN'S EDUCATIONAL COMPUTER SOFTWARE; COMPUTER GAME CARTRIDGES

International Class 16: PRINTED MATTER; NAMELY, CHILDREN'S BOOKS

International Class 28: TOYS, GAMES, AND PLAYTHINGS, NAMELY, PLUSH TOYS, ELECTRONIC LEARNING TOYS

First Used: JUN 21, 2005 (INTL. CL. 9)

In Commerce: JUN 21, 2005

First Used: JUN 21, 2005 (INTL. CL. 16)

In Commerce: JUN 21, 2005

First Used: JUN 09, 2005 (INTL. CL. 28)

In Commerce: JUN 09, 2005

Disclaimers:

"SPIDER"

Last Reported Owner:



LEAPFROG ENTERPRISES, INC.
DELAWARE CORPORATION
SUITE 100
6401 HOLLIS STREET
EMERYVILLE, CALIFORNIA 94608

Chronology:

Filed: DEC 22, 2004 **Serial Number:** 78-537,445

Published For Opposition: MAY 16, 2006

Registered: MAR 13, 2007 **Registration Number:** 3,218,677

Date Revived/Reinstated: MAR 02, 2006

Ownership Details:

Registrant:

LEAPFROG ENTERPRISES, INC.
DELAWARE CORPORATION
SUITE 100
6401 HOLLIS STREET
EMERYVILLE, CALIFORNIA 94608

Filing Correspondent:

ANNA SILVA
INTELLECTUAL PROPERTY COUNSEL
6401 HOLLIS STREET, STE 100
LEAPFROG ENTERPRISES, INC.
EMERYVILLE CA 94608-1070

LULU STUDIO

US-9
Group: Four

Lulu Bells Treasures

LULU BELLS TREASURES

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: JUL 18, 2006

Goods/Services:

International Class 35: ONLINE RETAIL SERVICES FEATURING
JEWELRY

First Used: DEC 30, 2003 (INTL. CL. 35)

In Commerce: DEC 30, 2003

Last Reported Owner:



LULU BELLS TREASURES, INC.
NEW YORK CORPORATION
P.O. BOX 1541
PORT WASHINGTON, NEW YORK 11050

Chronology:

Filed: AUG 07, 2005 **Serial Number:** 78-687,321

Published For Opposition: APR 25, 2006

Registered: JUL 18, 2006 **Registration Number:** 3,117,207

Ownership Details:

Registrant:

LULU BELLS TREASURES, INC.
NEW YORK CORPORATION
P.O. BOX 1541
PORT WASHINGTON, NEW YORK 11050

Portrait Permission:

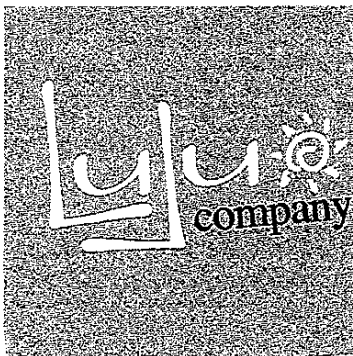
THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN
THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING
INDIVIDUAL.

Filing Correspondent:

LULU BELLS TREASURES, INC.
PO BOX 1541
PORT WASHINGTON, NY 11050-7541

LULU STUDIO

US-10
Group: Four



LULU COMPANY

Status: PENDING
FILED AS USE APPLICATION
USE APPLICATION - CURRENT

USPTO Status: REPORT COMPLETED SUSPENSION CHECK - CASE
STILL SUSPENDED

USPTO Status Date: JAN 08, 2007

Goods/Services:

International Class 35: RETAIL SHOPS FEATURING INFANT,
TODDLER, AND CHILDREN'S CLOTHING, DECOTRATIVE ITEMS,
JEWELRY, PHOTO ALBUMS, HAIR BOWS, AND OTHER CHILD
ACCESSORIES

First Used: NOV 01, 2004 (INTL. CL. 35)

In Commerce: JAN 29, 2005

Disclaimers:

"COMPANY"

Last Reported Owner:

THE LULU COMPANY, INC.
ALABAMA CORPORATION
152 GREENLAWN DRIVE NE
MERIDIANVILLE, ALABAMA 35759

Chronology:

Filed: AUG 18, 2005

Serial Number: 78-695,569

Ownership Details:

Applicant:

THE LULU COMPANY, INC.
ALABAMA CORPORATION
152 GREENLAWN DRIVE NE
MERIDIANVILLE, ALABAMA 35759

Design Phrase:

THE MARK CONSISTS OF THE WORD "LULU" IN STYLIZED FONT
HAVING A BACKWARDS SECOND "L" ADJACENT AN ABSTRACT
SYMBOL OF A SUN AND THE WORD COMPANY IN STYLIZED FONT
POSITIONED UNDERNEATH THE SECOND "U" AND THE SUN.

Filing Correspondent:

ANN I. DENNEN
THOMAS KAYDEN HORSTEMEYER & RISLEY LLP
SUITE 1750
100 GALLERIA PARKWAY

ATLANTA GA 30339

LULU GUINNESS

LULU GUINNESS



Worldwide Filings = 14

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: SEP 19, 2006

Goods/Services:

International Class 35: RETAIL STORE SERVICES, RETAIL MAIL
ORDER SERVICES AND ON-LINE RETAIL STORE SERVICES
FEATURING CLOTHING AND FASHION ACCESSORIES

First Used: 1995 (INTL. CL. 35)

In Commerce: APR 09, 2001

Last Reported Owner:

LULU GUINNESS LIMITED
UNITED KINGDOM COMPANY
159-165 GREAT PORTLAND STREET
5TH FLOOR, TENNYSON HOUSE
LONDON W1N 5FT, UNITED KINGDOM

Chronology:

Filed: JUL 12, 2001 Serial Number: 76-284,213

Published For Opposition: SEP 20, 2005

Registered: SEP 19, 2006 Registration Number: 3,145,799

Ownership Details:

Registrant:

LULU GUINNESS LIMITED
UNITED KINGDOM COMPANY
159-165 GREAT PORTLAND STREET
5TH FLOOR, TENNYSON HOUSE
LONDON W1N 5FT, UNITED KINGDOM

Portrait Permission:

THE NAME "LULU GUINNESS" IDENTIFIES A LIVING INDIVIDUAL
WHOSE CONSENT IS OF RECORD.

Filing Correspondent:

STEPHEN A. GOLDSMITH
LADAS & PARRY
26 WEST 61ST STREET
NEW YORK NY 10023-7604

Domestic Representative: LADAS & PARRY

LULU STUDIO

US-12
Group: Four

LULU LOLO

LULU LOLO

Status: REGISTERED

USPTO Status: SECTION 8 & 15 - ACCEPTED AND
ACKNOWLEDGED

USPTO Status Date: MAR 14, 2007

Goods/Services:

International Class 16: [TEMPORARY TATTOOS; PHOTOGRAPH AND SCRAP ALBUMS; ALMANACS;] ANNOUNCEMENT CARDS; [AQUARELLES; DISPOSABLE DIAPERS AND TRAINING UNDERWEAR; PAPER NAPKINS; BAGS FOR MICROWAVE COOKING; PAPER BAGS FOR PACKAGING; BIBS OF PAPER; LOOSE-LEAF BINDERS; BLACKBOARDS; BOOKENDS; BOOKLETS FEATURING INFORMATION ABOUT MOVIES, MYSTERIES, HOLIDAYS AND FICTIONAL CHARACTERS;] BOOK MARKS; BOOKS FEATURING INFORMATION ABOUT MOVIES, MYSTERIES, HOLIDAYS AND FICTIONAL CHARACTERS; [BOXES FOR PENS; CARDBOARD AND PAPER BOXES; CALENDARS;] GREETING CARDS, NOTE CARDS, AND POST CARDS; [PLAYING CARDS; CIGAR BANDS; PAPER COASTERS; CONFETTI; DECALS; TAPE DISPENSERS; DRAWING PADS; EMBROIDERY DESIGN PATTERNS; ENGRAVINGS; ENVELOPES; ERASING PRODUCTS, NAMELY, PENCIL ERASERS, CHALKBOARD ERASERS; ETCHINGS; PAPER FACE TOWELS; PAPER MACHE FIGURINES; PAPER FLAGS; FOLDERS; PRINTED FORMS; FOUNTAIN PENS; GRAPHIC PRINTS; GRAPHIC REPRESENTATIONS; GRAPHIC ART REPRODUCTIONS;] GREETING CARDS; [PAPER HANDKERCHIEFS; CARDBOARD HAT BOXES; INDEX CARDS; LABELS NOT OF TEXTILES, NAMELY, PRINTED LABELS AND ADDRESS LABELS; LITHOGRAPHS; MAGAZINES FEATURING INFORMATION ABOUT MOVIES, MYSTERIES, HOLIDAYS AND FICTIONAL CHARACTERS; PAPER NAPKINS FOR REMOVING MAKE-UP; NOTE BOOKS; STATIONERY AND WRITING PADS; PAINT BOXES; FRAMED AND UNFRAMED PAINTINGS; WRAPPING PAPER; WRITING PAPER; PAPERWEIGHTS; PASTELS; PEN CASES; PENCIL HOLDERS; PENCIL SHARPENERS; PENCILS; PHOTO-ENGRAVINGS; MOUNTED AND UNMOUNTED PHOTOGRAPHS; PICTURES; PLACE CARDS; PAPER PLACE MATS; PORTRAITS; POSTCARDS; POSTERS; ART PRINTS; GRADUATED RULES; SCRAPBOOKS; SEALING STAMPS; PAPER SEALS; SIGNBOARDS OF PAPER AND CARDBOARD; SONG BOOKS; RUBBER STAMPS; STAPLES; STENCILS; STICKERS; PAPER TABLE CLOTHS AND LINENS; PRINTED TICKETS; TISSUE PAPER; BATHROOM TISSUE; FACIAL TISSUE; TOILET PAPER; FOOD WRAPPERS; AND SLATE BOARDS FOR WRITING]

First Used: NOV 15, 1998 (INTL. CL. 16)

In Commerce: NOV 15, 1998

Last Reported Owner:

EVANS, LOIS
UNITED STATES INDIVIDUAL
331 EAST 116 STREET
NEW YORK, NEW YORK 10029-1502

Chronology:

Filed: APR 27, 1998 **Serial Number:** 75-474,713
Published For Opposition: NOV 09, 1999
Registered: JAN 30, 2001 **Registration Number:** 2,425,513
Affidavit Section: REGISTERED - SEC. 8 (6-YR) ACCEPTED &
SEC. 15 ACK. MAR 14, 2007

Ownership Details:

Registrant:

EVANS, LOIS
UNITED STATES INDIVIDUAL
331 EAST 116 STREET
NEW YORK, NEW YORK 10029-1502

Filing Correspondent:

JOSEPH F NICHOLSON
KENYON & KENYON
1 BROADWAY
NEW YORK NY 10004

LULU STUDIO

US-13
Group: Four

Lulu the Dog



LULU THE DOG

Status: PENDING
INTENT TO USE
FILED AS USE APPLICATION
COLOR DRAWING - CURRENT

USPTO Status: PUBLICATION/ISSUE REVIEW COMPLETE

USPTO Status Date: JUN 21, 2007

Goods/Services:

International Class 16: CHILDREN'S LITERATURE BOOKS;
LITHOGRAPHIC PRINTS; POSTERS

Last Reported Owner:

EDWARD S. LEAVER
UNITED STATES INDIVIDUAL
6 WATER ST.
HINGHAM, MASSACHUSETTS 02043

Chronology:

Filed: JAN 06, 2005

Serial Number: 78-543,041

Ownership Details:

Applicant:

EDWARD S. LEAVER
UNITED STATES INDIVIDUAL
6 WATER ST.
HINGHAM, MASSACHUSETTS 02043

Claims:

THE COLOR(S) BLACK, WHITE, BROWN, RED AND BLUE IS/ARE
CLAIMED AS A FEATURE OF THE MARK.

Design Phrase:

THE MARK CONSISTS OF A STYLIZED RENDERING OF A DOG
SHOWN IN BLACK AND WHITE WITH BROWN EYES STANDING ON
A RED CARPET ON A BROWN FLOOR IN FRONT OF A BLUE WALL
BACKGROUND. THE AUTHOR'S LAST NAME "LEAVER" IS ALSO
SHOWN IN BLACK SCRIPT LETTERING ALONG THE LEFT SIDE OF
THE CARPET.

Filing Correspondent:

JOHN M. BRANDT
JOHN M. BRANT
60 THAXTER ST.
HINGHAM, MA 02043

LULU'S PEEPS

LULU'S PEEPS

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: JUL 13, 2004

Goods/Services:

International Class 16: PRINTED MATTER, NAMELY, NOTE PAPER AND LOOSE LEAF PAPER, SERIES OF FICTION BOOKS, PLAYING CARDS, DECALS, STICKERS, BUMPER STICKERS, TRADING CARDS, NOTE CARDS, POSTERS, FOLDERS, PENCILS, PENS, CALENDARS

First Used: APR 01, 2001 (INTL. CL. 16)

In Commerce: APR 01, 2001

Last Reported Owner:



VIACOM INTERNATIONAL INC.
DELAWARE CORPORATION
1515 BROADWAY
NEW YORK, NEW YORK 10036

We Have Located Other Marks With This Owner

LULU GREEN

USPTO

Page 94

Chronology:

Filed: NOV 09, 2000

Serial Number: 78-034,478

Published For Opposition: AUG 21, 2001

Registered: JUL 13, 2004

Registration Number: 2,863,527

Ownership Details:

Registrant:

VIACOM INTERNATIONAL INC.
DELAWARE CORPORATION
1515 BROADWAY
NEW YORK, NEW YORK 10036

Assignee

NEW VIACOM INTERNATIONAL
CORP.
DELAWARE CORPORATION
1515 BROADWAY
NEW YORK, NEW YORK, 10036

Assignor

VIACOM INTERNATIONAL INC.
DELAWARE CORPORATION
Signed: DEC 21, 2005

Brief: ASSIGNS THE ENTIRE
INTEREST

Recorded: JAN 05, 2006

Reel/Frame: 3223/0626

Correspondent:

CINDY CAREY
1515 BROADWAY
NEW YORK, NY 10036

Assignee

VIACOM INTERNATIONAL INC.
DELAWARE CORPORATION
1515 BROADWAY
NEW YORK, NEW YORK, 10036

Assignor

NEW VIACOM INTERNATIONAL
CORP.
DELAWARE CORPORATION
Signed: DEC 31, 2005

Brief: CHANGE OF NAME

Recorded: JAN 05, 2006

Reel/Frame: 3223/0584

Correspondent:

CINDY CAREY
1515 BROADWAY
NEW YORK, NY 10036

Filing Correspondent:

JOSEPH MOLKO
VIACOM INTERNATIONAL INC.
1515 BROADWAY FL 51
NEW YORK NY 10036

LULU STUDIO

US-15
Group: Four



LULU THERAPY ON A LEASH, INC.

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: DEC 11, 2001

Goods/Services:

International Class 16: ANIMAL-ASSISTED THERAPY TRAINING MANUALS AND REFERENCE BOOKS, STICKERS, STATIONERY, CALENDARS, CARDS, PHOTOGRAPHS, PENCILS AND PENS

International Class 21: MUGS AND GLASSES

International Class 25: CLOTHING ITEMS, NAMELY, HATS, SHIRTS, JACKETS, SHORTS S AND PANTS

International Class 41: EDUCATIONAL SERVICES, NAMELY, CONDUCTING CLASSES, SEMINARS, LECTURES, DEMONSTRATIONS, AND MULTIMEDIA PRESENTATIONS IN THE FIELD OF THE USE OF ANIMALS FOR PURPOSES OF PROVIDING THERAPY TO HUMAN BEINGS; TRAINING ANIMALS FOR PURPOSES OF PROVIDING THERAPY TO HUMAN BEINGS

First Used: JUN 15, 2001 (INTL. CL. 16)

In Commerce: JUN 15, 2001

First Used: JUN 15, 2001 (INTL. CL. 21)

In Commerce: JUN 15, 2001

First Used: JUN 15, 2001 (INTL. CL. 25)

In Commerce: JUN 15, 2001

First Used: JUN 15, 2001 (INTL. CL. 41)

In Commerce: JUN 15, 2001

Disclaimers:

"INC."

Last Reported Owner:

THERAPY ON A LEASH, INC.
OKLAHOMA CORPORATION
3825 COBBLE CIRCLE
NORMAN, OKLAHOMA 73072

Chronology:

Filed: APR 20, 1998 **Serial Number:** 75-470,145

Published For Opposition: DEC 01, 1998

Registered: DEC 11, 2001 **Registration Number:** 2,517,778

Ownership Details:

Registrant:

THERAPY ON A LEASH, INC.
OKLAHOMA CORPORATION
3825 COBBLE CIRCLE

LULU STUDIO

NORMAN, OKLAHOMA 73072

Filing Correspondent:

NEAL R KENNEDY

MCAFEE & TAFT

2 LEADERSHIP SQ

211 N ROBINSON 10TH FL

OKLAHOMA CITY OK 73102

LULU STUDIO

US-16
Group: Four

THE ADVENTURES OF TINTIN
AND LULU

THE ADVENTURES OF TINTIN AND LULU

Status: PENDING
INTENT TO USE

USPTO Status: PUBLICATION/ISSUE REVIEW COMPLETE
USPTO Status Date: JUN 28, 2007

Goods/Services:

International Class 41: ENTERTAINMENT IN THE NATURE OF
ON-GOING TELEVISION PROGRAMS IN THE FIELD OF TRAVEL;
ON-LINE JOURNALS, NAMELY, BLOGS FEATURING TRAVEL;
ENTERTAINMENT SERVICES NAMELY PROVIDING A WEBSITE
FEATURING, PHOTOGRAPHIC, AUDIO, VIDEO AND PROSE
PRESENTATIONS FEATURING TRAVEL INFORMATION AND
PRESENTATIONS

Last Reported Owner:

ZILKHA, BETTINA
UNITED STATES INDIVIDUAL
50 EAST 79TH STREET
NEW YORK, NEW YORK 10022

COX, JUDY GORDON
UNITED STATES INDIVIDUAL
151 EAST 58TH STREET
33F
NEW YORK, NEW YORK 10022

Chronology:

Filed: MAR 14, 2007 **Serial Number:** 77-130,979

Ownership Details:

Applicant:

ZILKHA, BETTINA
UNITED STATES INDIVIDUAL
50 EAST 79TH STREET
NEW YORK, NEW YORK 10022

COX, JUDY GORDON
UNITED STATES INDIVIDUAL
151 EAST 58TH STREET
33F
NEW YORK, NEW YORK 10022

Filing Correspondent:

SCOTT W. KELLEY
KELLY LOWRY & KELLEY, LLP

LULU STUDIO

6320 CANOGA AVE STE 1650
WOODLAND HILLS, CA 91367-7704

Search: 139562311

Analyst: JOEL FELDMAN

USPTO Page: 47

**LULU 023413
CONFIDENTIAL**

TINA AND LULU

TINA AND LULU

Status: PUBLISHED
INTENT TO USE

USPTO Status: THIRD EXTENSION - GRANTED
USPTO Status Date: JUN 27, 2007

Goods/Services:

International Class 9: PRE-RECORDED VIDEO TAPES, AUDIO TAPES, CD-ROMS AND COMPUTER SOFTWARE FEATURING ACTION, DRAMA, COMEDY AND GENERAL INTEREST; MOTION PICTURE FILMS FEATURING ACTION, DRAMA, COMEDY AND GENERAL INTEREST

International Class 41: ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEBSITE FEATURING ENTERTAINMENT CONTENT FOR CHILDREN AND FAMILIES, ACTION, COMEDY, DRAMA AND GENERAL INTEREST INFORMATION VIA A GLOBAL COMPUTER NETWORK; PRODUCTION AND DISTRIBUTION OF MOTION PICTURES, PROGRAMMING FOR TELEVISION, PROGRAMMING ON A GLOBAL COMPUTER NETWORK; TELEVISION ENTERTAINMENT IN THE NATURE OF AN ON-GOING PROGRAM IN THE FIELD OF CHILDREN, FAMILY, GENERAL INTEREST, ACTION, COMEDY OR DRAMA

Last Reported Owner:



ZENIMAX MEDIA INC.
DELAWARE CORPORATION
1370 PICCARD DRIVE
ROCKVILLE, MARYLAND 20850

We Have Located Other Marks With This Owner

TINA AND LULU USPTO Page 69

Chronology:

Filed: NOV 04, 2004 **Serial Number:** 78-511,568
Published For Opposition: OCT 11, 2005

Ownership Details:

Applicant:

ZENIMAX MEDIA INC.
DELAWARE CORPORATION
1370 PICCARD DRIVE
ROCKVILLE, MARYLAND 20850

Filing Correspondent:

ANN K. FORD

LULU STUDIO

PIPER RUDNICK LLP
1200 19TH ST NW # 7
WASHINGTON, DC 20036-2431

LULU STUDIO

US-18
Group: Four



LUCY BUFFETT'S LULU'S

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: JAN 31, 2006

Goods/Services:

International Class 35: RETAIL STORE SERVICES FEATURING A WIDE ARRAY OF MERCHANDISE IN THE NATURE OF NOVELTY ITEMS, SOUVENIRS, CLOTHING, HEADWEAR, BOOKS, BEVERAGEWARE, AND PRINTED MATERIALS; AND ONLINE RETAIL STORE SERVICES FEATURING A WIDE ARRAY OF MERCHANDISE IN THE NATURE OF NOVELTY ITEMS, SOUVENIRS, CLOTHING, HEADWEAR, BOOKS, BEVERAGEWARE, AND PRINTED MATERIALS

First Used: NOV 01, 2004 (INTL. CL. 35)

In Commerce: NOV 01, 2004

Last Reported Owner:



LULU'S LANDING, INC.
ALABAMA CORPORATION
200 EAST 25TH AVENUE
GULF SHORES, ALABAMA 36542

We Have Located Other Marks With This Owner

LUCY BUFFETT'S LULU'S USPTO Page 52

Chronology:

Filed: FEB 10, 2005 **Serial Number:** 78-564,876
Published For Opposition: NOV 08, 2005
Registered: JAN 31, 2006 **Registration Number:** 3,055,023

Ownership Details:

Registrant:

LULU'S LANDING, INC.
ALABAMA CORPORATION
200 EAST 25TH AVENUE
GULF SHORES, ALABAMA 36542

Portrait Permission:

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES LUCY BUFFETT, WHOSE CONSENT(S) TO REGISTER IS SUBMITTED.

Filing Correspondent:

ROBERT A. ROSENBLIUM,
GREENBERG TRAURIG, LLP
3290 NORTHSIDE PKWY NW STE 400

ATLANTA, GA 30327-2268

LULU STUDIO

US-19
Group: Four

LUCY BUFFETT'S
LULU'S

LUCY BUFFETT'S LULU'S

Status: REGISTERED

USPTO Status: REGISTERED

USPTO Status Date: JAN 31, 2006

Goods/Services:

International Class 35: RETAIL STORE SERVICES FEATURING A WIDE ARRAY OF MERCHANDISE IN THE NATURE OF NOVELTY ITEMS, SOUVENIRS, CLOTHING, HEADWEAR, BOOKS, BEVERAGeware, AND PRINTED MATERIALS; AND ONLINE RETAIL STORE SERVICES FEATURING A WIDE ARRAY OF MERCHANDISE IN THE NATURE OF NOVELTY ITEMS, SOUVENIRS, CLOTHING, HEADWEAR, BOOKS, BEVERAGeware, AND PRINTED MATERIALS

First Used: NOV 01, 2004 (INTL. CL. 35)

In Commerce: NOV 01, 2004

Last Reported Owner:



LULU'S LANDING, INC.
ALABAMA CORPORATION
200 EAST 25TH AVENUE
GULF SHORES, ALABAMA 36542

We Have Located Other Marks With This Owner

LUCY BUFFETT'S LULU'S USPTO Page 50

Chronology:

Filed: FEB 10, 2005 **Serial Number:** 78-564,797
Published For Opposition: NOV 08, 2005
Registered: JAN 31, 2006 **Registration Number:** 3,055,016

Ownership Details:

Registrant:

LULU'S LANDING, INC.
ALABAMA CORPORATION
200 EAST 25TH AVENUE
GULF SHORES, ALABAMA 36542

Portrait Permission:

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES LUCY BUFFETT , WHOSE CONSENT(S) TO REGISTER IS SUBMITTED.

Filing Correspondent:

ROBERT A. ROSENBLUM,
GREENBERG TRAUIG, LLP
3290 NORTHSIDE PKWY NW STE 400

ATLANTA, GA 30327-2268

LOULOU CACHAREL

LOULOU CACHAREL

Status: PENDING
INTENT TO USE

USPTO Status: NEW APPLICATION - RECORD INITIALIZED NOT
ASSIGNED TO EXAMINER

USPTO Status Date: JUN 06, 2007

Goods/Services:

International Class 18: LEATHER AND IMITATION OF LEATHER;
ANIMAL SKINS; LEATHER GOODS; TRUNKS, SUITCASES AND
LUGGAGES; PURSES; SCHOOLBAGS, SACHELS AND BRIEFC
ASES; WALLETS; PORTFOLIOS; VANITY CASES; TRAVEL BAGS;
HANDBAGS; SPORT BAGS; GARMENT BAGS; BAGS ON CASTERS;
BEACH BAGS; DRIVER'S LICENCE CASES; POCKET CASES;
FOLDERS; CASES AND SUPPORTS FOR VISITING CARDS;
SHOULDER STRAPS IN LEATHER; CASES AND SUPPORTS FOR
CREDIT CARDS; LEATHER CASES FOR KEYS; CASES FOR MOBILE
PHONES; ADDRESS BOOKS; DIARIES; CASES FOR PASSPORT;
ATTACHÉ CASES; BEACH UMBRELLAS, SUN UMBRELLAS,
PARASOLS, SUNSHADES; UMBRELLAS; STICKS

International Class 25: CLOTHING; SHOES OTHER THAN
ORTHOPAEDIC SHOES; BOOTS; GLOVES; BELTS; HATS;
SPORTSWEAR OTHER THAN FOR DIVING; SKIRTS; DRESSES;
TROUSERS ; TEE-SHIRTS; PULL-OVERS; CARDIGANS; CAPS; TIES;
TIGHTS; PANTY HOSES SOCKS; FOULARDS; SCARVES;
HEADBANDS; JERKINS; LEOTARDS; HOSIERIES; PAREUS;
SHORTS; BERMUDA SHORTS; JERSEYS; SWIMMING SUITS;
SHIRTS; SHORT-SLEEVED SHIRTS; BLOUSES; COATS; JACKETS;
BLOUSONS; RAINCOATS; OVERCOATS; PAJAMAS; UNDERWEAR;
UNDERPANTS; BRIEFS; PANTIES; BRAS; BLOOMERS; PLAYSUITS;
SHORT-TROUSERS; PILOTS; BALACLAVAS; BONNETS; MITTENS;
MITTS; LEG GUARDS; GAITERS; ANKLETS; BIBS; SLIPPERS;
BALLET SHOES; LAYETTES; COURT SHOES; SANDALS;
ESPADRILLES; THIGH BOOTS; MOCCASINS; CROSSOVER TOPS;
TANK TOPS; SWEATERS; TWIN SETS; POLO SHIRTS;
SIDESTROKES; SMOCKS; OVERALLS; TUNICS; LONG-LINE BRAS;
BODICES; CORSETS; CAMISOLES; WOMAN'S LOOSE BLOUSES;
UNDERSKIRTS; LEGGINGS; DUNGAREES; SALOPETTES; COMBI-
SHORTS; BLAZERS; SPENCERS; SAFARI SHIRTS AND JACKETS;
FROCK COATS; SUITS; LADY'S SUITS; CAR COATS; THREE-
QUARTER COATS; ANORAKS; DUFFLE COATS; CAPES; CLOAKS;
WIDE-BRIMMED HATS; PELISSES; BOLEROS; SHAWLS; STOLEs;
PONCHOS; LINGERIE; PEIGNOIRS; BATHROBES; TRACKSUITS;
NIGHTDRESSES; SHORT NIGHTDRESSES

Last Reported Owner:

CACHAREL U.S.A., INC.
DELAWARE CORPORATION
C/O DELAWARE CORPORATE MGMT
1100 N. MARKET ST, SUITE 780
WILMINGTON, DELAWARE 19890

Chronology:

Filed: MAY 31, 2007

Serial Number: 77-194,525

Ownership Details:

Applicant:

CACHAREL U.S.A., INC.
DELAWARE CORPORATION
C/O DELAWARE CORPORATE MGMT
1100 N. MARKET ST, SUITE 780
WILMINGTON, DELAWARE 19890

Filing Correspondent:

MARK LEBOW
YOUNG & THOMPSON
745 23RD ST S STE 200
ARLINGTON, VA 22202-2444

Domestic Representative: MARK LEBOW

LITTLE LULU

LITTLE LULU

Status: RENEWED

USPTO Status: REGISTERED AND RENEWED

USPTO Status Date: MAR 04, 2005

Goods/Services:

International Class 16:

(U.S. CL. 38) ILLUSTRATED BOOKS FOR CHILDREN

First Used: 1954 (US.CL. 38)

In Commerce: 1954

Last Reported Owner:



CLASSIC MEDIA, INC.
DELAWARE CORPORATION
435 HUDSON ST.
2ND FLOOR
NEW YORK, NEW YORK 10014

We Have Located Other Marks With This Owner

LITTLE LULU

USPTO

Page 74

Chronology:

Filed: JUN 20, 1973

Serial Number: 72-460,870

Published For Opposition: MAY 14, 1974

Registered: AUG 06, 1974

Registration Number: 990,189

Affidavit Section: REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC.

9 GRANTED MAR 04, 2005

REGISTERED - SEC. 8 (6-YR) ACCEPTED &

SEC. 15 ACK.

JUN 04, 1980

Last Renewed: AUG 06, 2004

Ownership Details:

Registrant:

WESTERN PUBLISHING COMPANY, INC.
WISCONSIN CORPORATION
1220 MOUND AVE.
RACINE, WISCONSIN 53404

Assignee

CLASSIC MEDIA, INC.
DELAWARE CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignor

JPMORGAN CHASE BANK,
NATIONAL ASSOCIATION
NEW YORK NATIONAL BANKING
ASSOCIATION
Signed: JAN 11, 2007

Assignee

HARVEY ENTERTAINMENT, INC.
DELAWARE CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

UPA INDUSTRIES
CALIFORNIA CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

GOLD KEY HOME VIDEO, INC.
DELAWARE CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

HARVEY ASSETS COMPANY LLC
DELAWARE LIMITED LIABILITY
COMPANY
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

UPA PRODUCTIONS OF AMERICA
CALIFORNIA CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

UPARIO MUSIC
CALIFORNIA CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

UPA MUSIC COMPANY
CALIFORNIA CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

BIG IDEA, INC.
NEW YORK CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

BIG IDEA.COM, INC.
DELAWARE CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

CLASSIC MEDIA MUSIC, INC.
NEW YORK CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

CLASSIC MEDIA PICTURES, INC.
DELAWARE CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

CLASSIC MEDIA PRODUCTIONS,
INC.
NEW YORK CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

LITTLE LOTTA MUSIC, INC.
NEW YORK CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Assignee

PTB PRODUCTIONS, INC.
NEW YORK CORPORATION
6TH FLOOR
860 BROADWAY
NEW YORK, NEW YORK, 10003

Brief: RELEASE BY SECURED
PARTY

Recorded: JAN 30, 2007

Reel/Frame: 3471/0195

Correspondent:

SIDLEY AUSTIN LLP
555 W. FIFTH STREET
ATTN: KIM BERNSTEIN, LEGAL
ASSISTANT
LOS ANGELES, CA 90013

Assignee

GOLDEN BOOKS PUBLISHING
COMPANY, INC.
DELAWARE CORPORATION
1619 BROADWAY
NEW YORK, NEW YORK, 10019

Assignor

HSBC BANK USA
DELAWARE CORPORATION
Signed: SEP 26, 2002

Brief: TERMINATION OF
TRADEMARK SECURITY INTEREST

Recorded: OCT 16, 2002

Reel/Frame: 2599/0948

Correspondent:

MORGAN LEWIS & BOCKIUS LLP
SCOTT H. JAFFEE
101 PARK AVENUE
NEW YORK, NY 10178

Assignee

JP MORGAN CHASE BANK
NEW YORK CORPORATION
GARRETT VERDONE
1166 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK

Assignor

CLASSIC MEDIA INC.
DELAWARE CORPORATION
Signed: AUG 26, 2002

Assignor

HARVEY ENTERTAINMENT, INC.
CORPORATION
Signed: AUG 23, 2002

Assignor

UPA INDUSTRIES CORPORATION
Signed: AUG 23, 2002

Assignor

GOLD KEY HOME VIDEO, INC.
CORPORATION
Signed: AUG 23, 2002

Assignor

HARVEY ASSETS COMPANY LLC
CORPORATION
Signed: AUG 23, 2002

Assignor

UPA PRODUCTIONS OF AMERICA
CORPORATION
Signed: AUG 23, 2002

Assignor

UPARIO MUSIC CORPORATION
Signed: AUG 23, 2002

Assignor

UPA MUSIC COMPANY
CORPORATION

Signed: AUG 23, 2002

Brief: SECURITY AGREEMENT

Recorded: SEP 03, 2002

Reel/Frame: 2576/0929

Correspondent:

MORGAN, LEWIS & BOLKIUS LLP

SCOTT JAFFEE

101 PARK AVE

NEW YORK, NY 10178

Assignee

GOLDEN BOOKS PUBLISHING
COMPANY, INC.

DELAWARE CORPORATION

888 SEVENTH AVENUE

NEW YORK, NEW YORK, 10106

Assignor

CIT GROUP/BUSINESS CREDIT,
INC., AS AGENT, THE
CORPORATION

Signed: AUG 24, 2001

Brief: RELEASE BY SECURED

PARTY

Recorded: OCT 29, 2001

Reel/Frame: 2412/0888

Correspondent:

GB HOLDINGS LIQUIDATION, INC.

CYNTHIA ARMSTRONG

C/O RANDOM HOUSE, INC.

888 SEVENTH AVENUE, 40TH

FLOOR

NEW YORK, NEW YORK 10106

Assignee

CLASSIC MEDIA, INC.

DELAWARE CORPORATION

435 HUDSON ST.

2ND FLOOR

NEW YORK, NEW YORK, 10014

Assignor

GOLDEN BOOKS FAMILY
ENTERTAINMENT, INC.
CORPORATION

Signed: AUG 27, 2001

Assignor

GOLDON BOOKS PUBLISHING
COMPANY, INC. CORPORATION
Signed: AUG 27, 2001

Assignor

GOLDEN BOOKS HOME VIDEO,
INC. CORPORATION
Signed: AUG 27, 2001

Assignor

LRM ACQUISITION CORP.
CORPORATION
Signed: AUG 27, 2001

Assignor

SHARI LEWIS ENTERPRISES, INC.
CORPORATION
Signed: AUG 27, 2001

Assignor

SLE PRODUCTIONS, INC.
CORPORATION
Signed: AUG 27, 2001

Brief: ASSIGNS THE ENTIRE
INTEREST

Recorded: DEC 03, 2001

Reel/Frame: 2406/0580

Correspondent:

CLASSIC MEDIA, INC.
SONJA KEITH, ESQ.
435 HUDSON ST.
2ND FLOOR
NEW YORK, NY 10014

Assignee

CIT GROUP/BUSINESS CREDIT,
INC., AS AGENT, THE
NEW YORK CORPORATION
1211 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK, 10036

Assignor

GOLDEN BOOKS PUBLISHING
COMPANY, INC.
DELAWARE CORPORATION
Signed: JAN 26, 2000

Brief: RE-RECORD TO CORRECT THE BRIEF FROM ASSIGNMENT TO COLLATERAL ASSIGNMENT, PREVIOUSLY RECORDED ON REEL 002017 FRAME 0595, ASSIGNOR CONFIRMS THE ASSIGNMENT OF THE ENTIRE INTEREST.

Recorded: SEP 14, 2000

Reel/Frame: 2176/0463

Correspondent:

KAYE SCHOLER FIERMAN HAYS & HANDLER LLP
KAREN NIELSEN, ESQ.
425 PARK AVENUE
NEW YORK, NEW YORK 10022-3598

Assignee

HSBC BANK USA
NEW YORK AS COLLATERAL AGENT
140 BROADWAY
12TH FLOOR, CORPORATE TRUST SERVICES
NEW YORK, NEW YORK, 10005-1180

Assignor

GOLDEN BOOKS PUBLISHING COMPANY, INC.
DELAWARE CORPORATION
Signed: JAN 25, 2000

Brief: SECURITY AGREEMENT

Recorded: JUL 10, 2000

Reel/Frame: 2163/0004

Correspondent:

RANDALL C. BROWN
1700 PACIFIC
SUITE 4100
DALLAS, TX 75201

Assignee

CIT GROUP/BUSINESS CREDIT, INC., AS AGENT, THE NEW YORK CORPORATION
1211 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK, 10036

Assignor

GOLDEN BOOKS PUBLISHING COMPANY, INC.
DELAWARE CORPORATION
Signed: JAN 26, 2000

Brief: ASSIGNS THE ENTIRE INTEREST

Recorded: JAN 31, 2000

Reel/Frame: 2017/0595

Correspondent:

KAYE SCHOLER FIERMAN HAYS &

HANDLER LLP

KAREN NIELSEN, ESQ.

425 PARK AVENUE

NEW YORK, NEW YORK 10022-3598

Assignee

GOLDEN BOOKS PUBLISHING COMPANY, INC.

DELAWARE CORPORATION

888 SEVENTH AVENUE

NEW YORK, NEW YORK, 10106

Assignor

CHASE MANHATTAN BANK, THE CORPORATION

Signed: DEC 13, 1999

Brief: RELEASE OF SECURITY INTEREST

Recorded: DEC 15, 1999

Reel/Frame: 2008/0725

Correspondent:

PROSKAUER ROSE LLP

JENNIFER SILVER

1585 BROADWAY

NEW YORK, NEW YORK 10036

Assignee

GOLDEN BOOKS PUBLISHING COMPANY, INC.

DELAWARE CORPORATION

1220 MOUND AVENUE

RACINE, WISCONSIN, 53404

Assignor

WESTERN PUBLISHING COMPANY, INC.

DELAWARE CORPORATION

Signed: MAY 08, 1996

Brief: CHANGE OF NAME

Recorded: AUG 29, 1996

Reel/Frame: 1543/0139

Correspondent:

GOLDEN BOOKS PUBLISHING
COMPANY, INC.
MARY L. WINBURN
C/O DAWN M. YOUNG, LAW DEPT.
MAIL #30
1220 MOUND AVENUE
RACINE, WI 53404

Assignee

WESTERN PUBLISHING COMPANY,
INC.

Assignor

GENERAL ELECTRIC CREDIT
CORPORATION
NEW YORK CORPORATION
Signed: JUL 17, 1984

Brief: ASSIGNOR HEREBY
TERMINATES THE ASSIGNMENT OF
THE COPYRIGHT AND LICENSE,
SUBJECT TO AGREEMENT
RECITED

Recorded: AUG 17, 1984

Reel/Frame: 0476/0831

Correspondent:

WILMER, CUTLER & PICKERING
1666 K ST., N.W.
WASHINGTON, DC 20006

Assignee

CHEMICAL BANK
52 BROADWAY
NEW YORK, NEW YORK, 10004

Assignor

WESTERN PUBLISHING COMPANY,
INC.
DELAWARE CORPORATION
1220 MOUND AVE.
RACINE, WISCONSIN
Acknowledge: JUL 17, 1984

Brief: AS SECURITY FOR
OBLIGATIONS RECITED, ASSIGNOR
GRANTS, ASSIGNS A SECURITY
THE ENTIRE INTEREST SUBJECT
TO AGREEMENT RECITED

Recorded: AUG 20, 1984

Reel/Frame: 0476/0821

Correspondent:
WILMER CUTLER ET AL.
1666 K ST., N.W.
WASHINGTON, DC 20006

Assignee
GENERAL ELECTRIC CREDIT
CORPORATION
NEW YORK CORPORATION
260 LONG RIDGE ROAD
STAMFORD, CONNECTICUT, 06902

Assignor
WESTERN PUBLISHING COMPANY,
INC.
DELAWARE CORPORATION
1220 MOUND AVE.
RACINE, WISCONSIN
Signed: FEB 28, 1984

Brief: AS SECURITY FOR
OBLIGATIONS RECITED, ASSIGNOR
HEREBY GRANTS, ASSIGNS AND
CONVEYS A SECURITY INTEREST
UNDER SAID MARK, SUBJECT TO
AGREEMENT RECITED

Recorded: MAR 13, 1984

Reel/Frame: 0467/0752

Correspondent:
WEIL, GOTSHAL, ET AL.
767 FIFTH AVE.
NEW YORK, NY 10153

Assignee
GENERAL ELECTRIC CREDIT
CORPORATION
NEW YORK CORPORATION
260 LONG RIDGE RD.
STAMFORD, CONNECTICUT, 06902

Assignor
WESTERN PUBLISHING COMPANY,
INC.
DELAWARE CORPORATION
1220 MOUND AVE.
RACINE, WISCONSIN
Signed: FEB 28, 1984

Brief: AS SECURITY FOR
OBLIGATIONS RECITED ASSIGNOR
HEREBY GRANTS ASSIGNS THE
ENTIRE INTEREST UNDER SAID
MARK

Recorded: FEB 29, 1984

Reel/Frame: 0462/0181