

06-25-1998

1 SHEET

U.S. DEPT. OF COMMERCE  
Patent and Trademark Office

Tab Settings C O B V



To the Honorable Commissioner of

100714173

attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Petersen Publishing Company, L.L.C.

MFD 4-10-98

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State  
☒ Other limited liability company

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

## 3. Nature of conveyance:

- ☐ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☒ Other collective assignment and grant of security interest in trademarks

Execution Date: March 31, 1998

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

Name: First Union National Bank, as Administrative AgentInternal Address: One First Union Center, TW-1Street Address: 301 S. College StreetCity: Charlotte State: NC ZIP: 28288-07

- ☐ Individual(s) citizenship  
☒ Association National Banking Association  
☐ General Partnership  
☐ Limited Partnership  
☐ Corporation-State  
☐ Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: n/a ☐ Yes ☒ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

## A. Trademark Application No.(s)

See attached Schedule A

## B. Trademark Registration No.(s)

See attached Schedule A

Additional numbers attached? ☐ Yes ☒ No

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

Name: Grace H. KeelInternal Address: Robinson, Bradshaw & Hinson, PA  
101 North Tryon Street, Suite 1900

Street Address: \_\_\_\_\_

City: Charlotte State: NC ZIP: 28246

## 6. Total number of applications and registrations involved: \_\_\_\_\_

29

7. Total fee (37 CFR 3.41).....\$ 740.00

- ☒ Enclosed  
☐ Authorized to be charged to deposit account

## 8. Deposit account number: \_\_\_\_\_

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

DO NOT USE THIS SPACE

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## 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.

Grace H. Keel

Name of Person Signing

Grace H. Keel

Signature

4/9/98

Date

Total number of pages including cover sheet, attachments, and document: 5

**SCHEDULE A****TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HOT ROD (Stylized Letters) (Class 16)	572,151	3/17/53
TRUE (Stylized Letters) (Class 16)	681,508	7/7/59
MISS TEEN-AGE AMERICA (Class 41)	712,636	3/14/61
'TEEN (Stylized Letters) (Class 16)	789,364	5/11/65
MISS TEENAGE AMERICA (Class 35)	1,009,579	4/29/75
SPORT (Stylized Letters) (Class 16)	1,024,658	11/11/75
BICYCLE GUIDE (Class 16)	1,357,412	8/27/85
SASSY (Stylized Letters) (Class 16)	1,617,573	10/16/90
SASSY (Class 16)	1,598,508	5/29/90
SASSY (Class 28)	1,698,439	6/3/92
SASSY (LOGO) (Class 16)	1,617,573	10/16/90
SASSY (Class 16)	1,743,913	12/29/92
SASSY (Stylized Letters) (Class 25)	1,782,749	7/20/93

C-503500v011.13129.00013

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GREAT MODEL SEARCH (Class 41)	1,789,697	8/24/93
MES FILLES POUR SASSY (Class 3)	1,608,729	8/7/90
ALL ABOUT YOU! (Class 16)	2,010,270	10/22/96
NATIONAL MUSCLE CAR ASSOCIATION (Class 200)	1,835,875	5/10/94

### **STATE TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Registration No./State</u>	<u>Registration Date</u>
HOT ROD (Class 16)	33,261 California	7/24/50
GREAT MODEL SEARCH (Class 41)	16,486 California	5/16/83

### **TRADEMARK APPLICATIONS**

<u>Mark</u>	<u>Serial No./ Filing Date</u>
WATER CRAFT POWER	75/236279 2/4/97
MXRACER	75/288469 5/8/97
TEEN (word mark)	75/345405 8/22/97
TEEN (stylized)	75/345290 8/22/97

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<u>Mark</u>	<u>Serial No./ Filing Date</u>
TEEN PEOPLE A MAGAZINE SPECIAL FROM THE EDITORS OF TEEN	75/423613
TEEN'S ENTERTAINMENT '98	75/426335
SPORT PEOPLE	75/426415
PEOPLE TEEN	75/426334
TEEN IN STYLE	75/426511
TEEN ENTERTAINMENT	75/426512
TEEN SPORT	75/426942
NATIONAL IMPORT RACING ASSOCIATION	75/190950

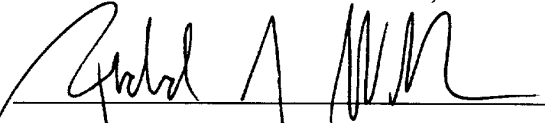
**COLLATERAL ASSIGNMENT AND GRANT OF SECURITY INTEREST  
IN TRADEMARKS**

**WHEREAS**, PETERSEN PUBLISHING COMPANY, L.L.C. (the "Grantor") is the owner of the trademarks and service marks listed on Schedule A attached hereto, which marks are registered or have pending registrations in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such trademarks, service marks, registrations and applications, collectively, the "Trademarks"); and

**WHEREAS**, the Grantor has entered into a Pledge and Security Agreement (as amended, modified, restated or supplemented from time to time, the "Security Agreement"), dated as of March 31, 1998, in which the Grantor has agreed with First Union National Bank, as Administrative Agent (the "Administrative Agent"), with offices at One First Union Center, 301 South College Street, Charlotte, North Carolina 28288-0735, to execute this Assignment;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as security for the payment and performance of the Obligations (as defined in the Security Agreement), the Grantor does hereby collaterally assign and grant to the Administrative Agent a security interest in all of its right, title and interest in and to the Trademarks, and the use thereof, together with all proceeds and products thereof and the goodwill of the businesses symbolized by the Trademarks. This Assignment has been given in conjunction with the collateral assignment and security interest granted to the Administrative Agent under the Security Agreement, and the provisions of this Assignment are without prejudice to and in addition to the provisions of the Security Agreement, which are incorporated herein by this reference.

**PETERSEN PUBLISHING COMPANY, L.L.C.**

By:   
Title: CEO, CPA