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05-19-1998



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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To the Honorable Commissioner of Patent

100715126

Final documents or copy thereof.

MED 5-18-98

1. Name of conveying party(ies):

The Hearst Corporation
959 Eighth Avenue
New York, NY 10019

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other _____

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

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

Name: Eastern News Distributors, Inc.

Internal Address: _____

Street Address: 959 Eighth Avenue

City: New York State: NY ZIP: 10019

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State New York
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached? Yes No

(Designations must be a separate document from Assignment)

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other See attached request for

correction of Assignment Reel/Frame
Execution Date: 1698/0735

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,759,263

Additional numbers attached? Yes No

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

Name: Barry S. Agdern

Internal Address: The Hearst Corporation

Street Address: 959 Eighth Avenue

City: New York State: NY ZIP: 10019

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):..... \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

081511

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

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Barry S Agdern
Name of Person Signing

Barry S Agdern
Signature

May 14, 1998
Date

Total number of pages comprising cover sheet: 9

OMB No. 0651-0011 (exp. 4/94)

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Mail documents to be recorded with required cover sheet information to:

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

TRADEMARK
REEL: 1726 FRAME: 0704

MRD B-4-9-98

03-11-1998

FORM PTO-1594
1-31-92



100659315

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
MAR 04 1998
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 The Hearst Corporation
 959 Eighth Avenue
 New York, NY 10019

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: December 31, 1997

2. Name and address of receiving party(ies):
 Name: Eastern News Distributors, Inc.
 Internal Address: _____
 Street Address: 959 Eighth Avenue
 City: New York State: NY ZIP: 10019

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York :
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark registration No.(s)
 1,759,623

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Barry S. Agdern
 Internal Address: The Hearst Corporation
 Street Address: 959 Eighth Avenue
 City: New York State: NY ZIP: 10019

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
 (Attach duplicate copy of this page if paying by deposit account)

03/11/1998 VBROMM 00000011 1759623 40.00 OP
01 FC:481

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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.

Barry S. Agdern *Barry S. Agdern* March 3, 1998
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: 3

OMB No. 0651-0011 (exp. 4/94)

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REEL: 1726 FRAME: 0705


ASSIGNMENT OF SERVICE MARK

WHEREAS, The Hearst Corporation, a corporation organized and existing under the laws of the State of Delaware and doing business at 959 Eighth Avenue, New York, NY 10019 has adopted and has continuously used the Service Mark HDG HEARST DISTRIBUTION GROUP, Registration Number 1,759,263 ; and

Whereas, Eastern News Distributors, Inc., a corporation organized and existing under the laws of the State of New York, doing business at 959 Eighth Avenue, New York, NY 10019 wishes to acquire all right, title and interest in and to the Service Mark HDG HEARST DISTRIBUTION GROUP, Registration Number 1,759,263, together with the goodwill of the business symbolized by the Service Mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Hearst Corporation does hereby assign and transfer unto Eastern News Distributors, Inc., its successors and assigns all right, title and interest in and to the Service Mark HDG HEARST DISTRIBUTION GROUP, Registration Number 1,759,263, together with the goodwill of the business symbolized by the Service Mark.

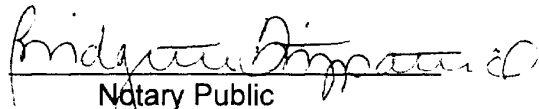
The Hearst Corporation

By: 
Jodie W. King
Title: Vice President and Secretary
Dated as of December 31, 1997

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 24th day of February, 1998 before me personally came Jodie W. King, to me known, who being by me duly sworn did depose and say; that she resides at 29 Greenbriar Lane, Greenwich, Connecticut 06831, that she is Vice President and Secretary of The Hearst Corporation the corporation described in and which executed the forgoing instrument; that she knows the seal of the said corporation and that it was so affixed by order of the Board of Directors of said corporation and that she signed her name thereto by like order.

BRIDGETTE FITZPATRICK
Notary Public, State of New York
No. 02F15012027
Qualified in New York County
Commission Expires June 15, 1999


Notary Public



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

MAY 04, 1998

PTAS

THE HEARST CORPORATION
BARRY S. AGDERN
959 EIGHTH AVENUE
NEW YORK, NY 10019



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UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, NORTH TOWER BUILDING, SUITE 10C35, WASHINGTON, D.C. 20231.

RECORDATION DATE: 03/04/1998

REEL/FRAME: 1698/0735
NUMBER OF PAGES: 3

BRIEF: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

ASSIGNOR:
HEARST CORPORATION, THE

DOC DATE: 12/31/1997
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

ASSIGNEE:
EASTERN NEWS DISTRIBUTORS, INC.
959 EIGHTH AVENUE
NEW YORK, NEW YORK 10019

CITIZENSHIP: NEW YORK
ENTITY: CORPORATION

APPLICATION NUMBER: 74285772
REGISTRATION NUMBER: 1759623

FILING DATE: 06/15/1992
ISSUE DATE: 03/23/1993

MARK: SERVERWATCH
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

TRADEMARK
REEL: 1726 FRAME: 0708

1698/0735 PAGE 2

ANTIONE ROYALL, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

RECORDED: 05/18/1998

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