

05-21-1998



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U.S. Department of Commerce
Patent and Trademark Office

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To the Honorable Commissione.

100715895

attached original documents or copy thereof.

MCO 5-18-98

1. Name of conveying party(ies):
W. CLEMENT STONE PMA COMMUNICATIONS, INC.
401 N. Wabash Avenue
Chicago, Illinois 60601

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

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

2. Name and address of receiving party(ies):
Name: W. CLEMENT STONE AND JESSIE V. STONE
Internal Address: _____
Street Address: 445 North Sheridan Road
City: Winnetka State: Illinois ZIP: 60093

Individual(s) citizenship US - Illinois
 Association
 General Partnership
 Limited Partnership
 Corporation-State
 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 Merger
 Security Agreement Change of Name
 Other _____

Execution Date: February 19, 1998

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
B. Trademark registration No.(s)
746,950 1,382,298
1,193,755 1,149,651
1,382,299

Additional numbers attached? Yes No

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41): \$ 165.00
 Enclosed
 Authorized to be charged to deposit account

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

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Deanne M. Van Natta
Internal Address: Bell, Boyd & Lloyd
Street Address: P.O. Box 1135
City: Chicago State: Illinois ZIP: 60690-1135

6. Total number of applications and registrations involved: 5

7. Total fee (37 CFR 3.41): \$ 165.00
 Enclosed
 Authorized to be charged to deposit account

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

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01 FC:481
02 FC:100
03 FC:198

Agreement and signature. 100.00 OP
 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. 25.00 OP

998
Michelle Foy Swierczynski
Name of Person Signing

Michelle Foy Swierczynski
Signature

5/18/98
Date

Total number of pages comprising cover sheet: 4

ASSIGNMENT OF TRADEMARKS

WHEREAS, **W. CLEMENT STONE PMA COMMUNICATIONS, INC.**, an Illinois corporation, having its principal offices at 401 N. Wabash Avenue, Chicago, Illinois, 60601, has adopted, used, is using and is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
PMA	746,950	March 19, 1963
PMA	1,193,755	April 13, 1982
PMA	1,382,299	February 11, 1986
PMA	1,382,298	February 11, 1986
SUCCESS UNLIMITED	1,149,651	March 31, 1981

WHEREAS, **W. CLEMENT STONE and JESSIE V. STONE**, both citizens of the United States of America, whose address is 445 North Sheridan Road, Winnetka, Illinois, are desirous of acquiring said trademarks;

NOW, THEREFORE, effective this 20th day of December, 1997, for \$10 and other good and valuable consideration, the receipt of which is hereby acknowledged, **W. CLEMENT STONE PMA COMMUNICATIONS, INC.** hereby assigns to **W. CLEMENT STONE and**

