


MRP
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07-16-1998

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Form PTO-1594 (Rev. 6-93) **RECOR**  **ET** U.S. DEPARTMENT OF COMMERCE
OMB No. 0651-0011 (exp. 4/94) **100732187** Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof

<p>1. Name of conveying party(ies): Motorbooks International, a division of The Chronicle Publishing Company 729 Prospect Avenue, P.O. Box 1 Osceola, Wisconsin 54020</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation: <u>State of Arizona</u> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): MBI Publishing Company PO Box 1 729 Prospect Avenue Osceola, WI 54020</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation: <u>State of Arizona</u> <input type="checkbox"/> Other _____</p>
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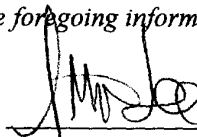
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: March 11, 1998</p>	<p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>
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<p>4. A. Trademark Application No(s). <u>75/275,344</u></p>	<p>B. Trademark Registration No(s). <u>TM</u></p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Stephen C. Lee Faegre & Benson, LLP 2200 Norwest Center 90 South Seventh Street Minneapolis, Minnesota 55402</p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <hr/> <p>7. Total fee (37 CFR 3.41)\$40.00</p> <p><input checked="" type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account for underpayment</p> <hr/> <p>8. Deposit Account number: 060029</p>
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DO NOT USE THIS SPACE

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

Stephen C. Lee  7/15/98
Name of person signing Signature Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231

17295-203452

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Form PTO-1594 (Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)

RECORDED COVER SHEET
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof

1. Name of conveying party(ies):
Motorbooks International, a division of The Chronicle Publishing Company
729 Prospect Avenue, P.O. Box 1
Osceola, Wisconsin 54020

Individual(s) Association
 General Partnership Limited Partnership
 Corporation: State of Arizona
Other _____

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

2. Name and address of receiving party(ies):
MBI Publishing Company
PO Box 1
729 Prospect Avenue
Osceola, WI 54020

Individual(s) Association
 General Partnership Limited Partnership
 Corporation: State of Arizona
 Other _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: March 11, 1998

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)

4. A. Trademark Application No(s). B. Trademark Registration No(s). **MRD**
75/275,190; 75/277,344; 75/279,416 **3.13.98**

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

Stephen C. Lee
Faegre & Benson, LLP
2200 Norwest Center
90 South Seventh Street
Minneapolis, Minnesota 55402

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41)\$90.00

Enclosed
 Authorized to be charged to deposit account for underpayment

8. Deposit Account number: 060029

3/23/1998 VBR/AM 00000150 75275190
FC:441 40.00 OP
FC:442 50.00 OP

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

Stephen C. Lee
Name of person signing

Signature

3/8/98
Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
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17295-200488

Washington, D.C. 20231

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COPY TRADEMARK
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Federal Trademark Assignment

WHEREAS, Motorbooks International, a division of The Chronicle Publishing Company, with principal place of business at 729 Prospect Avenue, P.O. Box 1, Osceola, Wisconsin 54020 ("Assignor"), is the owner of certain rights with respect to the trademarks for which applications were filed with the U.S. Patent and Trademark Office ("Marks"):

"BICYCLE BOOKS" (Serial No. 75/275,190)

"CYCLE PRO" (Serial No. 75/275,344)

"POWERTECH" (Serial No. 75/277,684)

"THE GREATEST BOOKS ON TWO WHEELS" (Serial No. 75/279,416)

WHEREAS, since the time of the filing of these applications for the Marks, Assignor, through its parent company Chronicle Publishing Company, has incorporated a business pursuant to the laws of the State of Nevada under the name MBI Publishing Company having an address at 729 Prospect Avenue, P.O. Box 1, Osceola, Wisconsin 54020 ("Assignee");

WHEREAS, Assignor was a division of The Chronicle Publishing Company and Assignee is now a wholly-owned subsidiary of The Chronicle Publishing Company;

WHEREAS, Assignor wishes to assign all right, title and interest it may have in the Marks and the applications to the Assignee together with any other business interests and goodwill associated with the Marks and the applications;

WHEREAS, Assignor and Assignee wish to confirm said assignment of rights;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to the Assignee its entire right, title, and interest in and to the Marks and applications, together with any business interests and good will associated with the Marks and applications, and the right to recover for past infringement of the Marks.

Assignor

MOTORBOOKS INTERNATIONAL
(a division of The Chronicle Publishing Company)

Signature: W. Ronald Ingram

Name: **W. Ronald Ingram**

Position: **Secretary of The Chronicle Publishing Company**

Date: March 6, 1998

Assignee

MBI PUBLISHING COMPANY
(a wholly-owned subsidiary of The Chronicle Publishing Company)

Signature: _____

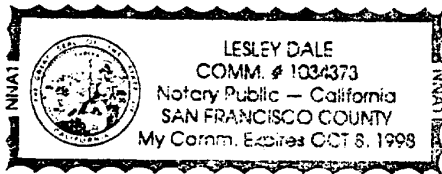
Name: **Tim Parker**

Position: **President of MBI Publishing Company**

Date: _____

STATE OF CALIFORNIA)
) ss.
COUNTY OF SAN FRANCISCO

The foregoing instrument was acknowledged before me this 6th day of March, 1998, by W. Ronald Ingram, an individual.



Lesley Dale
Notary Public

STATE OF WISCONSIN)
) ss.
COUNTY OF _____)

The foregoing instrument was acknowledged before me this ____ day of March, 1998, by Tim Parker, an individual.

Notary Public

Assignor

MOTORBOOKS INTERNATIONAL
(a division of The Chronicle Publishing
Company)

Signature: _____

Name: W. Ronald Ingram

Position: Secretary of The Chronicle
Publishing Company

Date: _____

Assignee

MBI PUBLISHING COMPANY
(a wholly-owned subsidiary of
The Chronicle Publishing Company)

Signature: _____

Name: Tim Parker

Position: President of MBI
Publishing Company

Date: 3/11/98

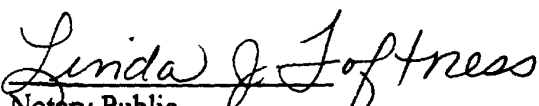
STATE OF CALIFORNIA)
) ss.
COUNTY OF _____)

The foregoing instrument was acknowledged before me this ____ day of
March, 1998, by W. Ronald Ingram, an individual.

Notary Public

STATE OF WISCONSIN)
) ss.
COUNTY OF POLK)

The foregoing instrument was acknowledged before me this 11th day of
March, 1998, by Tim Parker, an individual.


Notary Public
Linda J. Toftness
My commission expires June 6, 1999

M2:20156225.01