

Ma. 0951-0011 (Rev. 4/94)

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To the Honorable Commissioner of Patents and Trademarks



100762024

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Wired Ventures, Inc., located at
520 Third Street, San Francisco,
California 94107

- 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
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: June 15, 1998

2. Name and address of receiving party(ies)

Name: Advance Magazine Publishers Inc.

Internal Address: 67 NYP

Street Address: 350 Madison Avenue

City: New York State, NY ZIP: 10017

- 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 patent number(s):

A. Trademark Application No.(s)

75/091,806 and fifty-two (52)
additional Applications

B. Trademark Registration No.(s)

1,940,904 and fourteen (14)
additional Registrations

Additional numbers attached? Yes No (see list attached to assignment)

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

Name: Pamela A. Rask, Esq.

Internal Address: Sabin Bermant & Gould LLP

Street Address: 350 Madison Avenue

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved: 68

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

19-0004

(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.

Pamela A. Rask

Name of Person Signing

Pamela A. Rask

Signature

June 22, 1998 Date

Total number of pages including cover sheet, attachments, and document: 9

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

TRADEMARK
REEL: 1751 FRAME: 0123

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1940
000285
07/10/1998 TTU
01 FC:401
02 FC:402

WIRED VENTURES, INC.
United States Trademark Chart

MARK	APPLICATION/ REGISTRATION NO.	GOODS or SERVICES	CURRENT STATUS
UNITED STATES			
BOOK SPINE DESIGN	Application No. 75/091,806	Class 16	ITU Filed 4/22/96
ELECTRIC WORD		Class 16	In use without registration
ELECTRIC WORD		Class 42	In use without registration
GET WIRED	Application No. 74/625,973	Class 9	Filed 1/26/95
GET WIRED	Registration No. 1,940,904	Class 16	Registered 12/12/95
GET WIRED	Application No. 74/625,905	Class 38	ITU Filed 1/26/95
HARDWIRED	Application No. 74/729,078	Class 9	ITU Filed 9/14/95
HARDWIRED	Registration No. 2,058,295	Class 16	ITU Filed 9/14/95; Registered 4/29/97
HARDWIRED	Application No. 75/011,863	Class 38	ITU Filed 10/30/95
HARDWIRED	Application No. 74/729,167	Class 42	ITU Filed 9/14/95
LIVEWIRED	Appln. No. 75/474906	Class 9	Filed 4/27/98
LIVEWIRED	Appln. No. 75/474959	Class 38	Filed 4/27/98

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MARK	APPLICATION/ REGISTRATION NO.	GOODS or SERVICES	CURRENT STATUS
MAGAZINE SPINE DESIGN	Registration No. 1,991,094	Class 16	Filed 6/13/95; Registered 8/6/96
MARKETING FOR A WIRED WORLD	Application No: 75/028,810	Class 42	Filed 12/7/95 Assigned to Wired Ventures
MARK'S WIRED WORLD	Application No. 75/218,070	Class 41	Filed 12/20/96 and assigned to Wired 1/23/98
MIND GRENADES	Application No. 75/215,129	Class 9	ITU Filed 12/18/96
MIND GRENADES	Application No. 75/215,125	Class 16	ITU Filed 12/18/96
MIND GRENADES	Application No. 75/215,127	Class 41	ITU Filed 12/18/96
MIND GRENADES	Application No. 75/215,128	Class 42	ITU Filed 12/18/96
STREET CRED LOGO	Registration No. 1,969,680	Class 25	Registered 4/23/96
THE NETIZEN	Application No. 75/149,695	Class 16	Filed 8/13/96
THE NETIZEN	Application No. 75/149,568	Class 41	ITU Filed 8/13/96
THE NETIZEN	Application No. 75/150,417	Class 42	Filed 8/14/96
THE NEW ECONOMY	Application No. 75/017,951	Class 9	Filed 11/10/95
THE NEW ECONOMY	Application No. 75/007,303	Class 16	Filed 10/18/95
THE NEW ECONOMY	Application No. 75/018,290	Class 38	Filed 11/13/95
THE NEW ECONOMY	Application No. 75/007,695	Class 42	Filed 10/18/95
THIS IS THE DIGITAL REVOLUTION	Application No. 74/625,974	Class 9	Filed 1/26/95
THIS IS THE DIGITAL REVOLUTION	Application No. 74/631,326	Class 16	Filed 2/8/95

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MARK	APPLICATION/ REGISTRATION NO.	GOODS or SERVICES	CURRENT STATUS
THIS IS THE DIGITAL REVOLUTION	Registration No. 1,975,980	Class 35	Registered 5/28/96
THIS IS THE DIGITAL REVOLUTION	Application No. 74/625,904	Class 38	ITU Filed 1/26/95
TIRED WIRED	Registration No. 2,129,946	Class 16	Registered 1/20/98
TOTALLY WIRED	Application No: 75/030,679	Class 42	Filed 12/11/95 Assigned to Wired Ventures
TOTALLY WIRED	Application No. 75/039,678	Classes 41 and 42	Filed 12/11/95 Assigned to Wired Ventures
UNWIRED	Application No. 75/020,408	Class 16	Filed 11/15/95
UNWIRED	Application No. 75/020,261	Class 42	Filed 11/15/95
WIRED	Application No. 75/454,017	Class 6	Filed 3/29/98
WIRED	Application No. 74/470,049	Class 9	Filed 12/10/93
WIRED	Application No. 75/194,057	Class 14	ITU Filed 11/6/96
WIRED	Registration No. 1,853,612	Class 16	Registered 9/13/94
WIRED	Registration No. 2,150,960	Class 16	Filed 5/23/97 Registered 4/14/98
WIRED	Application No. 75/454,305	Class 18	Filed 3/20/98
WIRED		Class 21	Proposed
WIRED	Application No. 75/168,144	Class 25	Filed 9/18/96
WIRED	Registration No. 1,706,033	Class 25	Assigned from Densley Partnership Registered 8/4/92

MARK	APPLICATION/ REGISTRATION NO.	GOODS or SERVICES	CURRENT STATUS
WIRED	Application No. 75/193,983	Classes 9 and 28	ITU Filed 11/6/96
WIRED	Application No. 75/270,730	Class 30	ITU Filed 4/8/97
WIRED	Registration No. 1,997,802	Class 38	Filed 12/10/93; Registered 9/3/96
WIRED	Registration No. 2,125,872	Class 41	Filed 5/5/93; Registered 12/30/97
WIRED	Application No. 75/271,655	Class 41 Conference	ITU Filed 4/8/97
WIRED	Registration No. 1,982,753	Class 42	Filed 12/10/93; Registered 6/25/96
WIRED	Application No. 75/337,947	Class 42 Restaurant	ITU Filed 8/8/97
WIRED CAFE	Application No. 75/337,946	Class 42	ITU Filed 8/8/97
WIRED DESIGN	Registration No. 1,967,076	Class 16	Registered 4/9/96
WIRED DIGITAL	Application No. 75/270,718	Class 9	ITU Filed 4/8/97
WIRED DIGITAL	Application No. 75/270,717	Class 38	ITU Filed 4/8/97
WIRED DIGITAL	Application No. 75/270,719	Class 41	ITU Filed 4/8/97
WIRED DIGITAL	Application No. 75/270,733	Class 42	ITU Filed 4/8/97
WIRED FOR BUSINESS	Application No. 74/727,498	Class 42	Filed 8/23/95 and Assigned to Wired Ventures
WIRED INTERACTIVE	Application No. 74/470,046	Class 9	ITU Filed 12/10/93
WIRED INTERACTIVE	Application No. 74/470,047	Class 38	ITU Filed 12/10/93
WIRED INTERACTIVE	Application No. 74/802,738	Class 42	Filed 12/10/93

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MARK	APPLICATION/ REGISTRATION NO.	GOODS or SERVICES	CURRENT STATUS
WIRED NEWS. ALWAYS ON.	Application No. 75/202,467	Class 16	Filed 11/22/96
WIRED NEWS. ALWAYS ON.	Application No. 75/237,811	Class 38	Filed 11/22/96
WIRED NEWS. ALWAYS ON.	Application No. 75/237,810	Class 42	Filed 11/22/96
WIRED ONLINE	Registration No. 2,042,581	Class 38	Filed 12/16/93; Registered 3/11/97
WIRED ONLINE	Registration No. 1,982,752	Class 42	Filed 12/16/93; Registered 6/25/96
WIRED TV	Application No. 74/470,048	Class 41	Filed 12/10/93
WIREDWARE	Application No. 75/168,143	Class 25	Filed 9/18/96
WIRED WORLD	Application No. 75/218,069	Class 41	Filed 12/20/96 and assigned to Wired 1/28/98
WIRED WORLD	Application No. 75/270,715	Class 41	ITU Filed 4/8/97
CALIFORNIA			
WIRED California	Registration No. 96411	Class 16	Registration Issued 9/1/92

↑ we do have
that the assignment
for the California
registrations needs
to be filed
separately

ASSIGNMENT

U.S. APPLICATIONS AND REGISTRATIONS

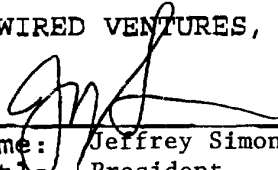
WHEREAS, WIRED VENTURES, INC. ("WIRED"), a Delaware corporation located at 520 Third Street, San Francisco, California 94107, has adopted, used, applied for and/or registered the marks shown on the attached Schedule; and

WHEREAS, ADVANCE MAGAZINE PUBLISHERS, INC. ("AMPI"), a New York corporation located at 350 Madison Avenue, New York, NY 10017 is desirous of acquiring the marks and all applications and registrations shown on the attached Schedule;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, WIRED does hereby sell, assign, transfer and set over unto AMPI all right, title and interest in and to the marks listed on the attached Schedule together with that portion of the business to which the marks pertain, the goodwill associated with and symbolized by said names and marks, and the applications and registrations therefor.

WIRED VENTURES, INC.

Dated: June 15, 1998

By: 
Name: Jeffrey Simon
Title: President

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