

MRD 7-6-98

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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

MRD 7-6-98

100755727
RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

07/15/1998 DCDATES 00000060 020395 74382785 FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 25.00 CH

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NO SPEC FEE

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (051-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 051-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="74/582,785"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,993,873"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed Deposit Account

Deposit Account
(Enter for payment by deposit account or if additional fees can be charged to the account.)
Deposit Account Number: #

Authorization to charge additional fees: Yes No

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. Charges to deposit account are authorized, as indicated herein.

Steve W. Ackerman, Esq.



7/1/98

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARK RIGHTS

ASSIGNMENT OF TRADEMARK RIGHTS dated the 27th day of January, 1998 by Addison Wesley Longman, Inc. (previously known as Addison-Wesley Publishing Company) a Massachusetts corporation with an address at 2725 Sand Hill Road, Menlo Park, CA 94025 ("Assignor") and Teachers' Curriculum Institute, a California corporation with its principal office at 1170 East Meadow Drive, Palo Alto CA 94203 ("Assignee").

WHEREAS, Assignor has adopted, used and is using the mark HISTORY ALIVE! in interstate commerce and is the owner of U.S. Registration No. 1,993,873 and U.S. Serial No. 74/582,785 for the mark HISTORY ALIVE! (the "Assigned Mark"),

WHEREAS, Assignee is desirous of acquiring whatever right, title and interest Assignor may have in and to the Assigned Mark,

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor by these presents does sell, assign, transfer and set over to Assignee all of Assignor's right, title and interest in and to the Assigned Mark together with that part of the goodwill of the Assignor's business connected with the use of and symbolized by the said trademarks.

Assignor hereby irrevocably appoints Assignees, its successors and assigns, as true and lawful attorneys of Assignor to execute such further documents and instruments, and do such other acts and things as may be necessary or appropriate to effectuate the intentions hereof.

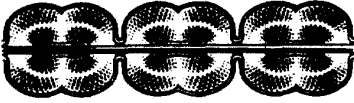
IN WITNESS WHEREOF, Assignor has caused this instrument to be executed this 27th day of January, 1998.

ADDISON WESLEY LONGMAN, INC.

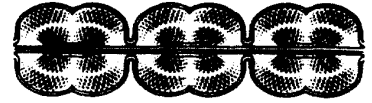
By: Robert L. Dancy
Name: Robert L. DANCY
Title: Vice President +
General Counsel

Notary

CALIFORNIA



ALL-PURPOSE



ACKNOWLEDGEMENT

STATE OF CALIFORNIA)
COUNTY OF san mateo)

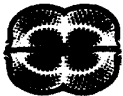
On 1/27/98 before me, carol maynard, notary public
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared, robert I. dancy
personally known to me (~~or proved to me on the basis of satisfactory evidence~~) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

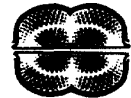
WITNESS my hand and official seal.



carol maynard (SEAL)
NOTARY PUBLIC SIGNATURE



OPTIONAL INFORMATION



TITLE OR TYPE OF DOCUMENT assignment of trademark rights
DATE OF DOCUMENT 1/27/98 NUMBER OF PAGES 1
SIGNER(S) OTHER THAN NAMED ABOVE n/a