

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-23-1998

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



100772143

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 # 1698 Frame # 0455

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
- Merger Change of Name
- Other Corrective assignment previously recorded at Reel #1698, Frame #0455 to correct registration no. 333,311.

Effective Date
Month Day Year
12 31 97

Conveying Party

Mark if additional names of conveying parties attached

Name The Hearst Corporation

Execution Date
Month Day Year
12 31 97

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Hearst Magazines Property, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) Corporate Executive Offices, Two Greenwich Plaza, Greenwich, CT 06830

Address (line 2) _____

Address (line 3) _____

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

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.)

07/23/1998 DNGUYEN 00000215 333311

FOR OFFICE USE ONLY

01 FC:481

40.00 DP

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 (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, 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

TRADEMARK
REEL: 1757 FRAME: 0607

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="333,311"/>	<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.

Andrew R. Tarshis

Name of Person Signing

Andrew R. Tarshis

Signature

7/17/98

Date Signed

Schedule A (PAGE 1 OF 1)

TRADEMARKS

APPLICATION NUMBER	TRADEMARK APPLICATIONS
75/976,667	ALL ABOUT MEN
75/356,159	AURA
75/138,875	BOB VILA'S AMERICAN HOME
75/138,577	COLONIAL HOMES
75/287,918	COUNTRY LIVING'S HEALTHY LIVING
75/230,806	EASY COOKING
75/278,479	FUN-FEARLESS-FEMALE
75/287,917	GOOD HOUSEKEEPING FAMILY ADVENTURES
75/265,642	LIV
75/191,054	PERSONAL ADVICE
75/138,579	REBECCA'S GARDEN
75/266,012	SPORTIF
75/197,279	TRANSPORTATION UNLIMITED

SCHEDULE B (PAGE 1 OF 2)

TRADEMARKS

REGISTRATION NUMBER	REGISTERED TRADEMARKS
1,713,510	AFTER COLLEGE
1,275,129	BAZAAR
2,003,264	BEDSIDE ASTROLOGER (THE)
663,833	BETTER WAY (THE)
1,870,894	CLASSIC HOME
1,901,362	COLONIAL HOMES' CLASSIC HOME
1,834,585	COLONIAL HOMES/INCORPORATING AMERICAN HOME
708,757	CONNOISSEUR (THE) (WORDS IN SPECIAL FORM)
630,028	COSMOPOLITAN (STYLIZED)
2,112,532	COSMOPOLITAN ALL ABOUT MEN
1,920,878	COUNTRY LIVING COUNTRY TRAVELS
2,074,424	COUNTRY LIVING RESTORATION
1,647,395	COWSMOPOLITAN
1,130,346	DUBIOUS ACHIEVEMENT AWARDS
313,768	ESQUIRE (STYLIZED)
1,828,868	ESQUIRE GENTLEMAN
1,789,353	ESQUIRE SPORTSMAN
518,180	FISHING ANNUAL
46,028	GOOD HOUSEKEEPING
1,842,364	GOOD HOUSEKEEPING DECORATING & HOME IMPROVEMENT
1,841,339	GOOD HOUSEKEEPING EDITORS ENTERTAIN
1,833,311	GOOD HOUSEKEEPING HOLIDAY BEST
1,981,476	GOOD HOUSEKEEPING SMART COOKING
1,691,422	GREEN WATCH
274,802	HARPER'S BAZAAR (STYLIZED)
273,427	HOUSE BEAUTIFUL

TRADEMARK

REEL: 1757 FRAME: 0610

SCHEDULE B (PAGE 2 OF 2)

TRADEMARKS

REGISTRATION NUMBER	REGISTERED TRADEMARKS
360,101	HOUSE BEAUTIFUL BUILDING MANUAL
1,882,147	HOUSE BEAUTIFUL HOLIDAYS
1,476,791	HOUSE BEAUTIFUL HOME REMODELING AND DECORATING
808,867	HOUSE BEAUTIFUL'S HOME DECORATING
808,868	HOUSE BEAUTIFUL'S HOME REMODELING
738,047	HOUSES AND PLANS
515,423	HUNTING ANNUAL
1,791,569	LIFE AFTER COLLEGE
1,256,089	MAN AT HIS BEST
1,278,920	MISCELLANEOUS DESIGN (ESKY FACE)
124,102	MOTOR BOATING
1,155,537	MOTOR BOATING & SAILING
1,006,769	MOTOR BOATING & SAILING
101,201	POPULAR MECHANICS MAGAZINE
1,834,605	POPULAR MECHANICS NEW CAR AND TRUCK BUYERS GUIDE
968,669	REDBOOK
333,311	SOUND AND THE FURY (THE)
1,096,745	SPORTS AFIELD
1,815,421	SPORTS AFIELD FAMILY ADVENTURES
1,785,526	STYLEWATCH
138,713	TOWN & COUNTRY

A+
7/6/98

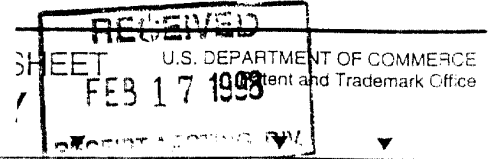
MRB 2-17-98

06-01-1998

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



100693272



Tab settings

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

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

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

2. Name and address of receiving party(ies)

Name: Hearst Magazines Property, Inc.

Internal Address: Corporate Executive Offices

Street Address: Two Greenwich Plaza

City: Greenwich State: CT ZIP: 06830

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State of Nevada, 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: December 31, 1997

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

A. Trademark Application No.(s)

See Attached Schedule A

B. Trademark Registration No.(s)

See Attached Schedule B

Additional numbers attached? Yes No

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

Name: Charles W. Grimes, Esq.

Internal Address: P.O. Box 1311 Stamford, CT 06904-1311

Street Address:

City: State: ZIP:

6. Total number of applications and registrations involved: 60

7. Total fee (37 CFR 3.41) \$ 1515.00

- Enclosed any deficiency, Authorized to be charged to deposit account

8. Deposit account number: 07-2162

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

03/11/1998 VERDAM 00000103 1135537 40.00 OP 1475.00 OP

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.

Andrew R. Tarshis

Name of Person Signing

Andrew R. Tarshis

Signature

2/12/98

Date

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

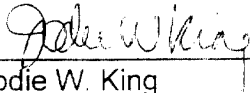
ASSIGNMENT OF TRADEMARKS

WHEREAS, The Hearst Corporation, a Delaware corporation with offices at 959 Eighth Avenue, New York, New York 10019, has adopted and has continuously used the trademarks, or in the course of its business has developed the same, listed in Schedule "A" attached hereto (hereinafter the "Trademarks") and owns registrations and/or applications for the same; and,

WHEREAS, Hearst Magazines Property, Inc., a Nevada corporation, located and doing business at Corporate Executive Offices, Two Greenwich Plaza, Greenwich, CT 06830 wishes to acquire all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Hearst Corporation, does hereby assign unto Hearst Magazines Property, Inc. its successors and assigns all right, title and interest in and to the Trademarks together with the goodwill of the business symbolized by the Trademarks.

THE HEARST CORPORATION

By: 
Jodie W. King

Title: Vice President and Secretary
Date: December 31, 1997

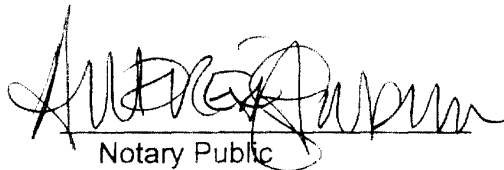
STATE OF NEW YORK)
COUNTY OF NEW YORK) ss.:

On this 31st day of December, 1997 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

TRADEMARK
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Greenbriar Lane, Greenwich, Connecticut 06831, that she is Vice President and Secretary of The Hearst Corporation the corporation described in and which executed the foregoing 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.

ANDREA T. SANDVIG
NOTARY PUBLIC, State of New York
No. 01SA5068970
Qualified in New York County
Commission Expires Nov. 12, 1998



Notary Public

Schedule A

TRADEMARKS

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1,828,868	ESQUIRE GENTLEMAN
1,789,353	ESQUIRE SPORTSMAN
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1,841,339	GOOD HOUSEKEEPING EDITORS ENTERTAIN
1,833,311	GOOD HOUSEKEEPING HOLIDAY BEST
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TRADEMARK

REEL: 1757 FRAME: 0615

Schedule A

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1,791,569	LIFE AFTER COLLEGE
1,256,089	MAN AT HIS BEST
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1,834,605	POPULAR MECHANICS NEW CAR AND TRUCK BUYERS GUIDE
968,669	REDBOOK
333,311	SOUND AND THE FURY (THE)
1,096,745	SPORTS AFIELD
1,815,421	SPORTS AFIELD FAMILY ADVE
1,785,526	STYLEWATCH
188,718	TOWN & COUNTRY

At
7/16/98 →

Schedule A

TRADEMARKS

APPLICATION NUMBER	TRADEMARK APPLICATIONS
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75/356,159	AURA
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75/278,479	FUN-FEARLESS-FEMALE
75/287,917	GOOD HOUSEKEEPING FAMILY ADVENTURES
75/265,642	LIV
75/191,054	PERSONAL ADVICE
75/138,579	REBECCA'S GARDEN
75/266,012	SPORTIF
75/197,279	TRANSPORTATION UNLIMITED

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRANSMITTAL FORM

Assignor: **The Hearst Corporation** Assignee: **Hearst Magazines Property, Inc.**

Mark: **SOUND AND THE FURY (THE)** Docket No.: **HMP000USG**

Reg. No.: **333,311**

Enclosed herewith for filing in respect of the above-noted matter are:

- ___ 1. Trademark Application.
- ___ 2. List of Goods/Services.
- ___ 3. Executed Combined Declaration and Power of Attorney.
- ___ 4. Revised Drawing.
- ___ 5. ___ Specimens.
- ___ 6. Appointment of Domestic Representative.
- ___ 7. Certified Copy of _____.
- ___ 8. Request for Extension of Time to File Appeal Brief until _____ (in triplicate).
- ___ 9. Response to Outstanding Office Action.
- ___ 10. Fourth Consented to Motion to Extend Time.
- ___ 11. Statement of Use Under 37 C.F.R. & 2.88 with Declaration.
- ___ 12. Answer to Notice of Opposition (in triplicate).
- xxxx 13. Corrective Assignment with Assignment Recordation Form Cover Sheet.
- xxxx 14. Notice of Recordation of Assignment Document.
- xxxx 15. Firm's Check No. 13598 in the amount of \$40.00.
- xxxx 16. Postcard.
- xxxx 17. Duplicate copy of this letter

The Commissioner is authorized to charge any amounts due or to credit any overpayments to our firm's Deposit Account No. 07-2162. A duplicate copy of this letter is enclosed for such purpose.

Respectfully submitted,

Andrew R. Tarshis

Date: July 17, 1998

Andrew R. Tarshis
Grimes & Battersby
P.O. Box 1311
Three Landmark Square, Suite 405
Stamford, Connecticut 06904-1311
(203) 324-2828

CERTIFICATE OF MAILING

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO: COMMISSIONER FOR PATENTS AND TRADEMARKS, BOX ASSIGNMENTS, WASHINGTON, D.C. 20231, ON July 17, 1998.

<u>Andrew R. Tarshis</u>	<u>Andrew R. Tarshis</u>	<u>7/17/98</u>
NAME OF REGISTERED REPRESENTATIVE	SIGNATURE	DATE

RECORDED: 07/23/1998

TRADEMARK
REEL: 1757 FRAME: 0618