

FORM PTO-1618A
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08-07-1998



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

7-22-98

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 #
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Reel # Frame #
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Conveyance Type

- ☒ Assignment ☐ License
- ☐ Security Agreement ☐ Nunc Pro Tunc Assignment
- ☐ Merger
- ☐ Change of Name
- ☐ Other
- Effective Date
Month Day Year
07 09 98

Conveying Party

☐ Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year
07 09 98

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)

City

State/Country

Zip Code

- ☐ Individual ☐ General Partnership ☐ Limited Partnership
- ☒ Corporation ☐ Association
- ☐ Other

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.)

☒ Citizenship/State of Incorporation/Organization

08/06/1998 DMUYEN 00000230 1739267

FOR OFFICE USE ONLY

01 FC:401
02 FC:432

10.00 00
5.00 00

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box 15, Washington, D.C. 20539

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name **Latham & Watkins**

Address (line 1) **650 Town Center Drive**

Address (line 2) **Suite 2000**

Address (line 3) **Costa Mesa, California 92626-1925**

Address (line 4) **Attn.: Perry J. Viscounty, Esquire**

Correspondent Name and Address

Area Code and Telephone Number **(714) 540-1235**

Name **Latham & Watkins**

Address (line 1) **650 Town Center Drive**

Address (line 2) **Suite 2000**

Address (line 3) **Costa Mesa, California 92626-1925**

Address (line 4) **Attn.: Perry J. Viscounty, Esquire**

Pages

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

4

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)		
75/424593			1739267		
			1983132		
			1790311		

Number of Properties

Enter the total number of properties involved.

4

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ **115.00**

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:

500524

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.

Patricia A. Conner

Name of Person Signing

Patricia A. Conner

Signature

7/21/98

Date Signed

ASSIGNMENT

This Assignment (hereinafter referred to as "Assignment") is effective as of the 9th day of July, 1998, by and between Boston Common Press Limited Partnership, a Massachusetts limited partnership, formerly known as Natural Health Limited Partnership, formerly known as East-West Publishing Limited Partnership (hereinafter referred to as "Assignor") and Weider Publications, Inc., a Delaware corporation (hereinafter referred to as "Assignee");

WHEREAS, Assignor has adopted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark and copyright applications and registrations listed in Schedule A, attached hereto and incorporated herein by this reference, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks and Copyrights");

WHEREAS, Assignor has acquired goodwill associated with and symbolized by said Trademarks and Copyrights and has not abandoned the same;

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Trademarks and Copyrights; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks and Copyrights;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the Trademarks and Copyrights as set forth in Schedule A; together with the goodwill symbolized by said Trademarks and Copyrights.

Boston Common Press Limited Partnership
a Massachusetts limited partnership

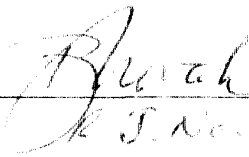
Executed at Boston, MA this 9th day of July, 1998

By: WDH, Inc., its general partner

Name: Eliot Wadsworth II
Title: President

Weider Publications, Inc.
a Delaware corporation

Executed at Los Angeles, this 9th day of July, 1998.

By: 
Name: R. J. Weir
Title: CEO

SCHEDULE A

FEDERAL TRADEMARK APPLICATIONS

<u>Mark</u>	<u>Application No.</u>	<u>Filing Date</u>
NATURAL HEALTH	75/424593	January 28, 1998

FEDERAL TRADEMARK REGISTRATIONS

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
NATURAL HEALTH	1739267	December 8, 1992
NATURAL HEALTH SHOPPER	1983132	June 25, 1996
NATURAL HEALTH THE GUIDE TO WELL-BEING	1790311	August 31, 1993

FEDERAL COPYRIGHTS

<u>Title</u>	<u>Registration No.</u>	<u>Registration Date</u>
Natural Health: the guide to well-being Vol. 22, No. 1 Jan-Feb 92	TX3375599	August 24, 1992
Natural Health: the guide to well-being Vol. 22, No. 2 Mar-Apr 92	TX3375434	August 24, 1992
Natural Health: the guide to well-being Vol. 22, No. 3 May-Jun 92	TX3375598	August 24, 1992
Natural Health: the guide to well-being Vol. 22, No. 4 Jul-Aug 92	TX3375596	August 24, 1992
Natural Health: the guide to well-being Vol. 22, No. 5 Sep-Oct 92	TX3486666	February 16, 1993
Natural Health: the guide to well-being Vol. 22, No. 6 Nov-Dec 92	TX3486662	February 16, 1993
Natural Health: the guide to well-being Vol. 23, No. 1 Jan-Feb 93	TX3486667	February 16, 1993
Natural Health: the guide to well-being Vol. 23, No. 2 Mar-Apr 93	TX3563083	July 9, 1993

Natural Health: the guide to well-being Vol. 23, No. 3 May-Jun 93	TX3563085	July 9, 1993
Natural Health: the guide to well-being Vol. 23, No. 4 Jul-Aug 93	TX3563084	July 9, 1993
Natural Health: the guide to well-being Vol. 23, No. 5 Sep-Oct 93	TX3785756	March 16, 1994
Natural Health: the guide to well-being Vol. 23, No. 6 Nov-Dec 93	TX3785754	March 16, 1994
Natural Health: the guide to well-being Vol. 24, No. 1 Jan-Feb 94	TX3785755	March 16, 1994
Natural Health: the guide to well being Vol. 24, No. 5 Sep-Oct 94	TX4006483	March 27, 1995
Natural Health: the guide to well being Vol. 24, No. 6 Nov-Dec 94	TX4006481	March 27, 1995
Natural Health: the guide to well being Vol. 25, No. 1 Jan-Feb 95	TX4006480	March 27, 1995
Natural Health: the guide to well being Vol. 25, No. 2 Mar-Apr 95	TX4006482	March 27, 1995
The natural health cookbook: more than 150 recipies to sustain and heal the body	TX4049995	May 26, 1995
52 simple steps to natural health: a week-by-week guide to more healthful living	TX4186837	February 27, 1996