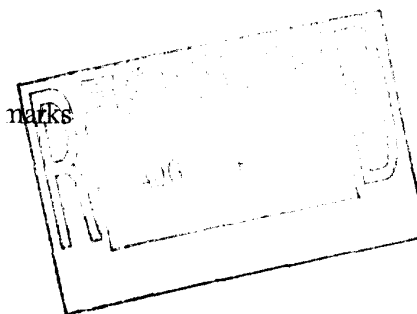


08-07-1998



100787795

To: The Honorab
Box Assignments
Washington, D.C. 20231



MIRD 8-4-98

Please record the attached original document:

- Name of party conveying the interest: Magazine Publications, L.P.
(a limited partnership of Delaware)
- Name and Address of party receiving the interest:

Beachhead, Inc.
(a Delaware corporation)
440 Park Avenue South
New York, New York 10016
- Nature of conveyance: Assignment
- Registration Assigned:

Mark	Registration No.
ID	1,675,861
ANNUAL DESIGN REVIEW	1,792,532
INTERNATIONAL DESIGN	1,854,601

- Name and address of party to whom correspondence should be mailed:

Charles H. Melville
STRAUSS & TROY
2100 PNC Center
201 East Fifth St.
Cincinnati, OH 45202-4186

- Number of Registrations identified: 3
- Total fee: \$90.00 (\$40.00 for first and \$25.00 for each thereafter)
- Date of execution of attached document: July 2, 1998
- Statement and Signature:

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

7/31/98
Date

Charles H. Melville
Charles H. Melville
TRADEMARK
REEL: 1764 FRAME: 0819

00000236 1675061
00/06/1998 TT0811
40.00 DP
50.00 DP
01 FC:441
02 FC:482

ASSIGNMENT

WHEREAS, Magazine Publications, L.P., a limited partnership of the State of Delaware, (hereinafter "Assignor"), is the owner of record of the following United States Trademark Registrations: ID, Registration No. 1,675,861 registered February 18, 1992; ANNUAL DESIGN REVIEW, Registration No. 1,792,532 registered September 14, 1993, and INTERNATIONAL DESIGN, Registration No. 1,854,601 registered September 20, 1994;

WHEREAS, Beachhead, Inc., a Delaware corporation, having its principal place of business at 440 Park Avenue South, New York, New York 10016 (hereinafter "Assignee"), desires to acquire the entire right, title and interest in and to the above-identified marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by said marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee the entire right, title and interest in and to the aforementioned marks and the registrations therefor, together with the goodwill of the business connected with the use of and symbolized by said marks.

IN WITNESS WHEREOF, Assignor has executed this Assignment on this ^{2nd} day _____ of July, A.D. 1998.

MAGAZINE PUBLICATIONS, L.P.

By:

Name: Andrew Cogan
Title: President of Invisible Cities Holdings Corp
General Partner of Magazine Publications, L.P.

STATE OF NEW YORK

COUNTY OF NEW YORK

BEFORE ME, the undersigned authority, on this day personally appeared Andrew Cogan and having been duly sworn by me, upon his oath states that he is President of Invisible Cities Holdings Corp., a General Partner of Magazine Publications, L.P., that he has read and understands the foregoing instrument, that he is authorized to execute said instrument, and acknowledged to me that he executed same for the purposes and consideration therein expressed, in the capacity therein stated, and as the act and deed of said corporation.

SUBSCRIBED AND SWORN TO BEFORE ME, this 2nd day of July, A.D. 1998.

Elliot E. Falk

Printed Name of Notary Public

ELLIE E. FALK
Notary Public
State of New York
No. 0948642
New York County
Expires 1997

Elliot E. Falk

Signature of Notary Public

My Commission expires the 2nd day of May, 1999.