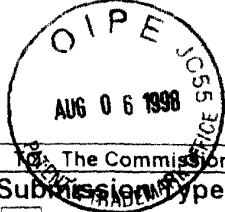


MRD 8-6-98

FORM PTO-1618A
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year

- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Golden Books Publishing Company, Inc.

Execution Date
Month Day Year
8 4 98

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 Grass Roots Publishing Co., Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 450 Seventh Avenue

Address (line 2) _____

Address (line 3) New York

City

New York

State/Country

10123

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association

Other _____

Citizenship/State of Incorporation/Organization New York

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.)

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Name

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| <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

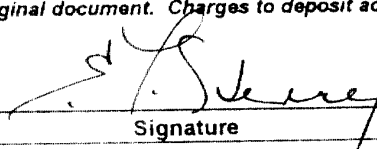
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) #

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.

E.T. Henry/Senior Legal Assistant  August 6, 1998

Name of Person Signing Signature Date Signed

ASSIGNMENT

WHEREAS, Golden Books Publishing Company, Inc. ("Assignor"), a Delaware corporation, having an address of 888 Seventh Avenue, New York, New York 10106, has adopted and used the mark QUICK 'N EASY CROCHETING & Design for which Registration No. 1,466,314 was issued by the U.S. Patent and Trademark Office on November 24, 1987;

WHEREAS, Grass Roots Publishing Co., Inc. ("Assignee"), a New York corporation, having an address of 450 Seventh Avenue, New York, New York 10123, is desirous of acquiring all right, title and interest in and to said mark, and the registration thereof, together with the goodwill of the business associated with the mark;

NOW, THEREFORE, for the amount of \$1,000.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said mark and the registration thereof, together with the goodwill of the business symbolized by the mark.

GOLDEN BOOKS PUBLISHING COMPANY, INC.

By _____

Printed Name Philip Galanes

Title General Counsel & Sr. Vice President

Date 8-4-98

quick.asg