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ON COVER SHEET

To the Honorable **100800492** Record the attached original document or copy thereof.

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| <p>1. Name of conveying party(ies): The Hearst Corporation 959 Eighth Avenue New York, NY 10019 a Delaware Corporation Additional names(s) of conveying party(ies) attached? NO</p> | <p>2. Name and Address of receiving party(ies): Hearst Communications, Inc. 959 Eighth Avenue New York, NY 10019 a Delaware Corporation If assignee is not domiciled in the United States, a domestic representative designation is attached: NO (Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? NO</p> |
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| <p>3. Nature of conveyance: Assignment Nunc Pro Tunc Execution Date: December 31, 1997</p> | <p>(Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? NO</p> |
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| <p>4. A. Trademark Application No.(s) Additional numbers attached? NO</p> | <p>B. Trademark Registration No.(s) 168,186</p> |
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| <p>5. Name and address of party to whom correspondence concerning document should be mailed: Charles P. LaPolla, Esq. OSTROLENK, FABER, GERB & SOFFEN, LLP 1180 Avenue of the Americas New York, New York 10036-8403</p> | <p>6. Total number of documents involved: 1 7. Total fee (37 CFR 3.41): \$ 40.00 Enclosed as part of Check No. 78531 In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee due is not paid, the Patent and Trademark Office is authorized to charge the underpayment to Deposit Account No. 15-0700.</p> |
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DO NOT USE THIS SPACE

8. 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.

Charles P. LaPolla
Name of Person Signing

Signature

August 12, 1998
Date

Total number of pages including cover sheet, attachments, and document: 1

40.00 DP
168186
08/20/1998 JWH/TJL/MS 0000027

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
ASSIGNMENT NUNC PRO TUNC

WHEREAS, *THE HEARST CORPORATION*, a corporation, organized and existing under the laws of the State of Delaware and doing business at: 959 Eighth Avenue, New York, NY 10019, (hereinafter called the "Assignor"), had adopted, used and was using a mark which is the subject of a registration in the U.S. Patent and Trademark Office, as follows:

Reg. No. : 168,186
Mark : *ESQUIRE*
Dated : May 15, 1923
Goods : Hosiery, scarfs, neck ties and mufflers

AND WHEREAS, *HEARST COMMUNICATIONS, INC.*, a corporation organized and existing under the laws of the State of Delaware, whose principal office and place of business is: 959 Eighth Avenue, New York, New York 10918, (hereinafter called the "Assignee"), purchased the business and all of the assets of said Assignor, including the subject trademark, the registration thereof, and the goodwill underlying said trademark as of December 31, 1997;

