

09-08-1998



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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 # _____ Frame # _____

Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Dobbs Publishing Group, Inc. Execution Date 8-14-98
Month Day Year

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Petersen Publishing Company, L.L.C.

DBA/AKATA _____

Composed of _____

Address (line 1) 6420 Wilshire Boulevard

Address (line 2) _____

Address (line 3) Los Angeles California, U.S.A. 90048
City State/Country Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other Limited Liability Company

Citizenship/State of Incorporation/Organization Delaware

09/04/1998 SSNITH 00000017 75263748
1 FC:481 40.00

FOR OFFICE USE ONLY

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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
REEL: 1778 FRAME: 0045

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" value="75/263748"/>	<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"/>	<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.

Alexandra N. DeNeve

Name of Person Signing

Signature

September 1, 1998

Date Signed

ASSIGNMENT OF TRADEMARK

WHEREAS, Dobbs Publishing Group, Inc., a Florida corporation, located and doing business at 3816 Industry Boulevard, Lakeland, Florida 33811, has adopted and used in its business the trademark "BEST CATALOGS", which is the subject of a trademark application filed in the United States Patent and Trademark Office under Serial No. 75/263748, filed on March 25, 1997;

WHEREAS, Petersen Publishing Company, L. L. C., a limited liability company duly organized under the laws of the State of Delaware, located and doing business at 6420 Wilshire Boulevard, Los Angeles, California 90048, acquires title to said mark and its corresponding pending trademark application in conjunction with the Asset Purchase Agreement between Dobbs Publishing Group, Inc. and Petersen Publishing Company, L.L.C.;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, said Dobbs Publishing Group, Inc. does sell, assign, transfer, and set over unto said Petersen Publishing Company, L.L.C., the entire right, title and interest in, to and under said trademark and its corresponding trademark application Serial No. 75/263748, filed March 25, 1997, together with the good will of the business in connection with which the said mark is used.

DOBBS PUBLISHING GROUP, INC.

By [Signature]
Name: LARRY DOBBS
Title: President/CEO

Date: August 14, 1998

STATE OF Florida)
COUNTY OF Polk) ss

On the 14 day of August, 1998, personally appeared before me LARRY DOBBS who stated that he is President/CEO of Dobbs Publishing Group, Inc., and acknowledged that he executed the above instrument as the act and deed of Dobbs Publishing Group, Inc. for the purposes therein set forth.

[Signature]
Notary Public

My Commission Expires 5/14/99

(notary seal)



KIRKLAND & ELLIS

PARTNERSHIPS INCLUDING PROFESSIONAL CORPORATIONS

200 East Randolph Drive
Chicago, Illinois 60601

312 861-2000

Alexandra N. DeNeve
To Call Writer Direct:
312 861-2227

Facsimile:
312 861-2200

September 1, 1998

Commissioner of Patents
and Trademarks
BOX ASSIGNMENT
Washington, D.C. 20231

Re: Request for Recordation
(Our Ref. No.: 36006-2, (PET-243-1))

Dear Sir:

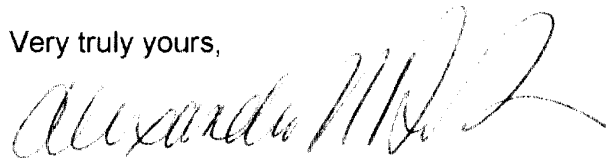
It is respectfully requested that the enclosed Assignment document from Dobbs Publishing Group, Inc., a Florida corporation, to Petersen Publishing Company, L.L.C., a Delaware limited liability company, be recorded on the Patent and Trademark Office Assignment records for the U.S. trademark application No. 75/263748 filed March 25, 1997.

Upon recordation of the Assignment document, Petersen Publishing Company, L.L.C., located at 6420 Wilshire Boulevard, Los Angeles, California 90048, will be shown as the owner of the said trademark application.

Enclosed please find our check in the amount of \$40.00 in payment of the required recording fee. Any additional charges should be charged to Deposit Account No. 22-0440. A completed Recordation Cover Sheet for Trademarks is also enclosed, as required.

Please forward any correspondence and the original recorded document to my attention.

Very truly yours,



Alexandra N. DeNeve

Enclosures

London

Los Angeles

New York

WASHINGTON D.C.

RECORDED: 09/02/1998

REEL: 1778 FRAME: 0048