



100829404

attached original documents or copy thereof.

1. Name of conveying party(ies):

Broadcast Direct Marketing, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: July 24, 1998

2. Name and address of receiving party(ies)

Name: Morris Communications Corporation

Internal Address:

Street Address: 725 Broad Street

City: Augusta State: GA ZIP: 30901

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

74-600695

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Donald S. Gardner

Internal Address: Van Dyke, Gardner, Linn & Burkhardt, LLP

Street Address: 2851 Charlevoix Drive, S.E.

P.O. Box 888695

49588-

City: Grand Rapids State: MI ZIP: 8695

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

22-0190

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

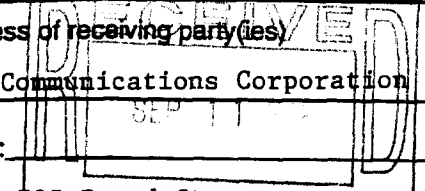
To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Donald S. Gardner
Name of Person Signing

Donald S. Gardner
Signature

9/18/98
Date

Total number of pages including cover sheet, attachments, and document: 2



09/16/1998 0000064 7460695 40.00 DP

TRADEMARK ASSIGNMENT

WHEREAS, Broadcast Direct Marketing, Inc., a corporation of the State of Florida, having a place of business at 2041 S.W. 3rd Avenue, Miami, Florida 33129, (hereafter "Assignor") is the owner of and has adopted and/or used in its business in the United States the following trademarks/service marks (hereafter "Marks"):

<u>Pending Application No.</u>	<u>Mark</u>	<u>Filing Date</u>
74-600695	SmartTargets	11/18/94
74-037970	HotZips (and design)	03/13/90 (abandoned)
74-600696	HotZips	11/18/94 (abandoned)
74-037832	CoreZIPS (and design)	03/13/90 (abandoned)

WHEREAS, Morris Communications Corporation, a corporation of the State of Georgia, having a place of business at 725 Broad Street, Augusta, Georgia 30901 (hereafter "Assignee") is desirous of acquiring any and all right, title, and interest that Assignor may have in and to the said Marks and any applications and registrations therefor, together with the goodwill of the business in connection with which the said Marks are used and which is symbolized by said Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns unto Assignee all right, title, and interest it may possess in and to said Marks and any registrations therefor, together with the goodwill of the business in connection with which the said Marks are used and which is symbolized by the said Marks, along with the right to recover for damages and profits for past infringements thereof;

IN WITNESS WHEREOF, Broadcast Direct Marketing, Inc. has caused these presents to be executed by its duly authorized officer this 24 day of July, 1998.

ASSIGNOR:

Broadcast Direct Marketing, Inc

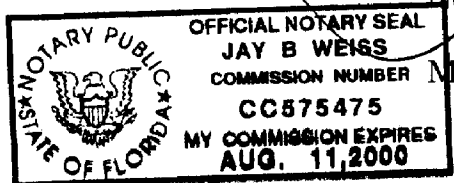
By: *Courtney R. Thompson*
Courtney R. Thompson
As Its President

STATE OF FLORIDA)
) ss
COUNTY OF DAD)

Sworn and subscribed to before me this 24 day of July, 1998.

Jay B Weiss
Notary Public

JAY B WEISS



My Commission Expires: