

09-16-1998

Form P1  
1-31-92



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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MBO 9/2/98

To the T 09-02-1998

U.S. Patent & TMOfo/TM Mail Rcpt Dt. #54

000900218

ed original documents or copy hereof.

1. Name

New Dimensions in Education, Inc.

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

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

2. Name and address of receiving party(ies):

Name: Abrams & Company Publishers, Inc.  
Address: \_\_\_\_\_

61 Mattatuck Heights Road  
City: Waterbury State: CT Zip: 06705

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- 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) & addresses attached?  Yes  No

3. Nature of conveyance:

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

Execution Date: July 20, 1998

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

A. Trademark Application No.(s)  
75/387,018

B. Trademark Registration No.(s)  
1,070,784 1,072,641

Additional Numbers attached?  Yes  No

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

Name: David Ehrlich

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 633 Third Ave.

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 3

7. Total fee (37 CFR 3.41) ..... \$90.00

- Enclosed
  - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

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

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01 FC:481  
02 FC:482

40.00 DP  
50.00 DP

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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.

David Ehrlich  
Name of Person Signing

David Ehrlich  
Signature

9/2/98  
Date

Total number of pages comprising cover sheet: \_\_\_\_\_

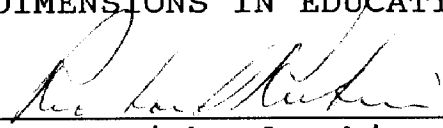
ASSIGNMENT OF TRADEMARKS

WHEREAS, NEW DIMENSIONS IN EDUCATION, INC., a corporation organized and existing under the laws of the State of Delaware, with an address at 10 New King Street, White Plains, New York ("Assignor"), is the owner of the trademarks listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, ABRAMS & COMPANY PUBLISHERS, INC., a corporation organized and existing under the laws of the State of Delaware, with an address at 61 Mattatuck Heights Road, Waterbury, Connecticut ("Assignee"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the above-named registrations and pending application therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

NEW DIMENSIONS IN EDUCATION, INC.

By:   
Name: Richard Rubin  
Title: Chairman and CEO

Date of Signature: 7-20-98

Schedule of Trademarks

Trademark

Reg./Appl. No.

THE LETTER PEOPLE

Reg. No. 1,070,784

THE LETTER PEOPLE

Reg. No. 1,072,641

THE LETTER PEOPLE

Ser. No. 75/387,018