

MRD 10-23-98

10-29-1998



100862935

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  
9/30/98

Conveying Party

Mark if additional names of conveying parties attached

Name Prentice-Hall, Inc. Execution Date 10/8/98  
Month Day Year

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 Robert J. Brady, Co.

DBA/AK/A \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 1 Lake Street

Address (line 2) \_\_\_\_\_

Address (line 3) Upper Saddle River New Jersey 07458  
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 \_\_\_\_\_

Citizenship/State of Incorporation/Organization Maryland

FOR OFFICE USE ONLY

10/28/1998 BSMITH 00000000 192237 75454342  
01 HC:481 10/29/98  
02 HC:482 10/29/98

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

TRADEMARK  
REEL: 1805 FRAME: 0247

**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="75/494,342"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,600,795"/>	<input type="text" value="1,853,065"/>	<input type="text" value="1,254,506"/>
<input type="text" value="75/499,388"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,434,731"/>	<input type="text" value="1,481,594"/>	<input type="text" value="1,253,281"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,486,055"/>	<input type="text" value="2,049,828"/>	<input type="text" value="1,889,871"/>

**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.

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS

WHEREAS, as of September 30, 1998, Prentice-Hall, Inc., a Delaware corporation with its principal place of business located at 1 Lake Street, Upper Saddle River, New Jersey 07458 ("Assignor") has adopted, used and is using the trademarks shown on both the attached Schedule A, which are registered on the Principal Register in the United States Patent and Trademark Office and the attached Schedule B, applications for the registration of which have been filed with the United States Patent and Trademark Office (hereinafter collectively the "Trademarks") and;

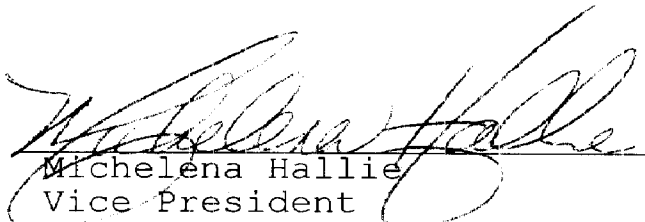
WHEREAS, Robert J. Brady, Co., a Maryland corporation with its principal place of business located at 1 Lake Street, Upper Saddle River, New Jersey, 07458 ("Assignee") is desirous of acquiring the Trademarks and the respective registrations and applications thereof;

NOW, THEREFORE, effective as of September 30, 1998, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Trademarks, together with the good will of the business symbolized by the Trademarks, all causes of action for past infringement thereof, and the registrations and applications thereof.

The commissioner of Patents and Trademarks is requested to file this Assignment as appropriate.

PRENTICE-HALL, INC.

Date: 10/8/98

By:   
Michelena Hallie  
Vice President

STATE OF New York )  
COUNTY OF New York )

ss.:

On this 8<sup>th</sup> day of October, 1998, before me appeared Michelena Hallie, the person who signed this instrument, who acknowledged that he signed it on behalf of the identified corporation or other juristic entity with authority to do so.

  
Notary Public

**DAVID WEISS**  
Notary Public, State of New York  
No. 24066  
Qualified in West Town County  
Commission Expires November 21, 1999

SCHEDULE A

<b>Mark</b>	<b>Class</b>	<b>Reg. No.</b>	<b>Reg. Date</b>
APPLETON & LANGE	16	1600795	June 12, 1990
ARCO	16	1434731	March 31, 1987
BRADY	16	1486085	April 26, 1988
CRYSTAL CLEAR	16	1853065	September 6, 1994
QUE	16	1481594	March 22, 1988
QUE E&T	41	2049828	April 1, 1997
THE JOURNAL OF FAMILY PRACTICE	16	1254506	October 18, 1983
THR JOURNAL OF FAMILY PRACTICE LOGO	16	1255281	October 25, 1983
VISIREF	16	1889871	April 18, 1995

SCHEDULE B

<b>Mark</b>	<b>Class</b>	<b>App. No.</b>	<b>App. Date</b>
GOT THE SOFTWARE? GET THE BOOKS	35	75/494342	June 2, 1998
HAYDEN & DESIGN	16	75/499,388	June 11, 1998