

10-30-1998

Docket No. 18596.0030

MRO 10-19-98

SH TRADEMARK



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To the Honorable Commissioner of Patents and Trademark Please record the attached original documents or copy the

100864829

1. Name of conveying party(ies):
Country America Corporation
 ___ Individual(s)
 ___ Association
 ___ Partnership--Type
XX Corporation Iowa
 ___ Other
 Additional name(s) of conveying party(ies) attached? ___ Yes **XX** No

2. Name and address of receiving party(ies):
 Name Meredith Corporation
 Street Address 1716 Locust Street
 City Des Moines State IA Zip 50309-3023
 ___ Individual(s) citizenship
 ___ Association
 ___ General Partnership
 ___ Limited Partnership

3. Nature of conveyance:
XX Assignment ___ Merger
 ___ Security Agreement ___ Change of Name
 ___ Other
 Execution Date October 2, 1998

XX Corporation Iowa
 ___ Other
 If assignee is not domiciled in the United States, a domestic representative designation is attached: ___ Yes **XX** No
 (Designation must be a separate document from Assignment)
 Additional name(s) & address(es) attached? ___ Yes **XX** No

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)

B. Trademark Registration No.(s)
See attached page
 Additional numbers attached: **XX** Yes ___ No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name Kathy J. McKnight, Esq.
 Internal Address Shaw Pittman Potts & Trowbridge
 Street Address 2300 N Street, N.W.
 City Washington State D.C. Zip 20037-1128

6. Total number of applications and registrations involved: 2
 7. Total fees (37 CFR 3.41): \$190.00 **E**
XX Enclosed
 ___ Authorized to be charged to deposit account
 8. Deposit account number:
 (Attach duplicate copy of this page if paying by deposit account)

10/30/1998 DNGUYEN 00000029 1642761
 01 FC:48 40.00 DP
 02 FC:48 150.00 DP

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.
Kathy J. McKnight Kathy McKnight 10/16/98
 Name of Person Signing Signature Date
 Total number of pages including cover sheet, attachments, and document: 5

Trademark Registration Nos.

Reg. No. 1,642,761 (COUNTRY AMERICA)

Reg. No. 1,796,378 (COUNTRY AMERICA)

Reg. No. 1,838,681 (COUNTRY AMERICA)

Reg. No. 1,832,968 (COUNTRY AMERICA Stylized)

Reg. No. 2,158,081 (COUNTRY AMERICA)

Reg. No. 2,158,609 (COUNTRY AMERICA)

Reg. No. 2,158,079 (COUNTRY AMERICA)

ASSIGNMENT OF TRADEMARKS

STATE OF IOWA)
) SS
COUNTY OF POLK)

WHEREAS, Country America Corporation, a corporation duly organized and existing under the laws of the state of Iowa, United States of America with its principal place of business at 1716 Locust Street, Des Moines, IA 50309-3023, has adopted, used and is using the following marks:

COUNTRY AMERICA

Registration No. 1,642,761, issued 04/30/91, for:
General interest magazines dealing with subjects that include music in Class 16

COUNTRY AMERICA

Registration No. 1,796,378, issued 10-05-93, for:
Kit consisting primarily of printed paper design patterns, pumpkin carving knives and tools and printed instructions for pumpkin face carving in Class 16; and

Decorative wood sign board in Class 20; and

Needlework kits principally composed of thread, yarn, and fabric and containing patterns and instructions in Class 20

COUNTRY AMERICA

Registration No. 1,838,681, issued 06/07/94, for
Tote bags in Class 18; and

Clothing, namely, caps, aprons, shirts, t-shirts and sweatshirts in Class 25

COUNTRY AMERICA(Stylized)

Registration No. 1,832,968, issued 04/26/98, for
Mail order services in the field of clothing; namely, aprons, caps, shirts, t-shirts and sweatshirts; craft kits; hobby kits; decorative sign boards; books; calendars; and items useful in home decorating and furnishing in Class 42

COUNTRY AMERICA

Registration No. 2,158,081, issued 05/19/98, for
Promoting country music and other topics of interest related to a country lifestyle by means of sweepstakes and contests in Class 35

COUNTRY AMERICA

Registration No. 2,158,609, issued 05/19/98, for
Television programming services in Class 41

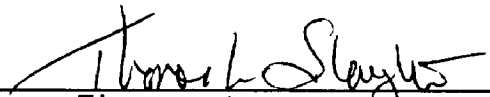
COUNTRY AMERICA

Registration No. 2,158,079, issued 05/19/98, for
Travel services, namely, providing travel information, arranging travel tours, and making
reservations and bookings for lodging and transportation in Class 39

WHEREAS, Meredith Corporation, a corporation duly organized and existing
under the laws of the state of Iowa, with its principal place of business at 1716 Locust
Street, Des Moines, IA 50309-3023 USA, is desirous of acquiring said marks and the
registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is
hereby acknowledged, said Country America Corporation does hereby assign unto said
Meredith Corporation all rights, title and interest in and to the said marks, together with
the goodwill of the business symbolized by the marks and the registrations thereof.

COUNTRY AMERICA CORPORATION

By 
Thomas L. Slaughter
Its Secretary

Subscribed to and sworn to before me
this 2nd day of October, 1998.


Notary Public

