

11-09-1998

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

11/2/98



100872807

To the Honorable Commissioner of P:

attached original documents or copy thereof.
address of receiving party(ies):

1. Name of conveying party(ies):

 Newsday, Inc.

Individual(s)..... Association
 General Partnership..... Limited Partnership
 Corporation-State New York
 Other _____

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

Name: Distribution Systems of America,
 Inc.
 Internal Address: _____
 Street Address: 235 Pinelawn Road
 City: Melville State: NY ZIP: 11747

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: October 26, 1998

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

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

 75/540979

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: Avis Frazier-Thomas
 Internal Address: Legal C-5

 Street Address: 220 West First Street

 City: Los Angeles State: CA ZIP: 90012

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:
 20-1115
 (Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

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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.

Avis Frazier-Thomas _____ 10/28/98
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet: [2]

TRADEMARK
REEL: 1810 FRAME: 0525

Trademark Assignment

WHEREAS, Newsday, Inc., a New York corporation with its principal place of business at 235 Pinelawn Road, Melville, New York, 11747-4250 (hereinafter referred to as "Assignor"), is the owner of all right, title and interest in and to the following trademark (hereinafter referred to as the "Mark") and the registrations and applications therefor:

<u>Trademark</u>	<u>Serial Number</u>
HOY	75/540979

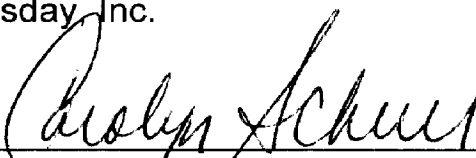
WHEREAS, Distribution Systems of America, Inc., a New York corporation with its principal place of business at 235 Pinelawn Road, Melville, New York, 11747-4250 (hereinafter referred to as "Assignee"), is desirous of acquiring all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the registrations and applications therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the aforementioned Mark together with the goodwill of the business symbolized by and associated with the Mark and the registrations and applications therefor, and together with the right to sue for and recover damages for past infringement of the Mark and to stand in place of Assignor in all matters related thereto.

Newsday Inc.

Date: October 26, 1998

By:


Carolyn Schurr

Its: Secretary