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ONLY



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U.S. Patent & TMO/c/TM Mail Rcpt Dt. #34

To the Honorable Commission... 100900251

Record the attached original

1. Name of conveying party(ies):  
STERLING'S MAGAZINES, INC.

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation - State of New York  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies):  
THE STERLING/MACFADDEN PARTNERSHIP  
233 Park Avenue South  
New York, New York 10003

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership - New York \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation - \_\_\_\_\_  
 Other \_\_\_\_\_

3. Nature of conveyance:

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

Execution Date: August 17, 1992

Domestic representative is attached:  Yes  No  
Additional name(s) & address(es) attached?  Yes  No

4. (A.) Trademark Application No.(s)

Additional numbers attached?  Yes  No

4. (B.) Trademark Registration No.(s)  
1368887

5. Correspondence should be mailed to:  
**VICTOR M. TANNENBAUM**  
**ABELMAN, FRAYNE & SCHWAB**  
150 East 42nd Street  
New York, New York 10017

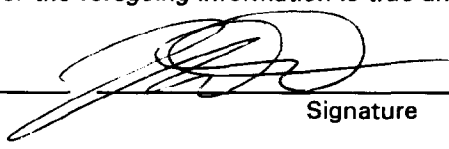
6. Total number of applications and registrations involved:..... 1

7. Total fee (37 CFT 3.41): ..... \$ 40.00  
 Enclosed  
(The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)  
 Authorized to be charged to deposit account  
Deposit account number: 01-0035  
(Attach duplicate copy of this page if paying by deposit account)

11/17/1998 JMWTKINS 00000009 1368887  
01 FC:481                      40.00 DP

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8. 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.*

VICTOR M. TANNENBAUM                                            10/19/98  
Name of Person Signing                      Signature                      Date

Total number of pages comprising cover sheet, attachments and documents: 2

ASSIGNMENT

WHEREAS, **STERLING'S MAGAZINES, INC.**, a corporation organized and existing under the laws of the State of New York, with an office at 355 Lexington Avenue, City of New York, State of New York 10017, United States of America (hereinafter called the ASSIGNOR) was the owner of and had adopted and used the following trademark registered in the United States Patent and Trademark Office:


<u>Trademark</u>	<u>Number</u>
<b>SUPER TEEN</b>	1368887

AND WHEREAS, **THE STERLING/MACFADDEN PARTNERSHIP**, a partnership organized and existing under the laws of the State of New York, with an office at 233 Park Avenue South, City of New York, State of New York 10003, United States of America (hereinafter called the ASSIGNEE) was desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, the parties hereby confirm that, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR has sold, assigned and transferred unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark and trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark, with effect from August 17, 1992.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this confirmatory Deed of Assignment on this 15<sup>th</sup> day of OCTOBER, 1998.

**STERLING'S MAGAZINES, INC.**

By   
 Title \_\_\_\_\_  
 VICE PRESIDENT