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10-19-1998

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

DEPT. OF COMMERCE
Trademark Office

To the Honorable Commissioner of Patent and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

MACFADDEN PUBLISHING, INC.

WRD
10-19-98

- Individual(s)
- General Partnership
- Corporation - State of Delaware
- Other _____
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: August 17, 1992

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 _____

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

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

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

1113590

Additional numbers attached? Yes No

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)

DO NOT USE THIS SPACE

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
Name of Person Signing

Signature

10/19/98
Date

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

2

TRADEMARK
REEL: 1813 FRAME: 0879

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ASSIGNMENT

WHEREAS, MACFADDEN PUBLISHING, INC., a corporation organized and existing under the laws of the State of Delaware, with an office at 233 Park Avenue South, City of New York, State of New York 10003, 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>
TEEN BEAT	1113590

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 14th day of OCTOBER, 1998.

MACFADDEN PUBLISHING, INC.

By
Title

[Handwritten Signature]
ANNA BUANG / VICE PRESIDENT