

Tab settings

To the Honorable Commissioner of Patents



checked original documents or copy thereof.

1. Name of conveying party(ies):

100906045

Address of receiving party(ies)

Entertainment Publications, Inc.

Name: Cendant Publishing, Inc.

Internal Address: Suite 900

Street Address: 3033 South Parker Road

City: Aurora State: CO ZIP: 80014

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State Michigan, Other

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

3. Nature of conveyance:

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

Execution Date: May 7, 1998

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State Delaware, Other

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

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Registration No. 2,007,869

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Jeffrey C. Katz, Esq.

Internal Address: DAVIS & GILBERT LLP

Street Address: 1740 Broadway

City: New York State: NY ZIP: 10019

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:

(Attach duplicate copy of this page if paying by deposit account)

01 FC:481

40.00 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.

Jeffrey C. Katz, Esq. Name of Person Signing

Signature

11-18-98 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents & Trademarks, Box Assignments

Express Mail cert. No. EI828312760US

Washington, D.C. 20231

TRADEMARK REEL: 1818 FRAME: 0859

## ASSIGNMENT

**WHEREAS**, Entertainment Publications, Inc., a corporation with its principal place of business at 2125 Butterfield Road, Troy, Michigan 48084 (hereinafter "Assignor"), is the owner of the mark listed below which is registered in the United State Patent and Trademark Office.

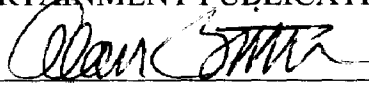
<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
KIDS NOW!	2,007,869	October 15, 1996

**WHEREAS**, Cendant Publishing, Inc., a corporation located at 3033 South Parker Road, Suite 900, Aurora, CO 80014 (hereinafter "Assignee"), is desirous of acquiring said mark and said registration thereof.

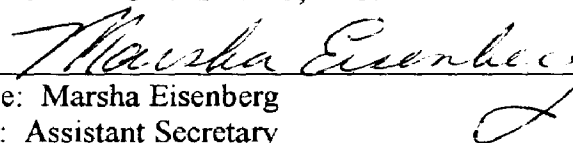
**THEREFORE**, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark, and the registration thereof, and all rights to damages or profits, due or accrued, arising out of past infringement of said mark or injury to said goodwill, and the right to sue for and recover the same in Assignee's own name.

**IN WITNESS WHEREOF**, this Assignment has been executed to be effective as of the 7<sup>th</sup> day of May, 1998.

ENTERTAINMENT PUBLICATIONS, INC.

By:   
Name: Alan Bittker  
Title: President

CENDANT PUBLISHING, INC.

By:   
Name: Marsha Eisenberg  
Title: Assistant Secretary