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11-27-1998



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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks, please record the attached original documents or copy thereof.

11/19/98

1. Name of conveying party(ies):

Films For The Humanities & Sciences, Inc.

- Individual(s)
- General Partnership
- Corporation-State NJ
- 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: October 14, 1998

2. Name and address of receiving party(ies)

Name: Primedia Inc.
 Internal Address: 745 Fifth Avenue
 Street Address: _____
 City: New York State: NY ZIP: 10151

- 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)



11-09-1998

Additional numbers attached? Yes No

B. Trademark Registration No. (s)

1,768,592

5. Name of correspondence concerning document should be mailed:

U.S. Patent & TMO/TM Mail Rpt Dt. #40

Name: Sperry, Zoda & Kane
 Internal Address: John J. Kane

Street Address: Suite D-One Highgate Drive

City: Trenton State: NJ ZIP: 08618

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

19-3750

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

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.

John J. Kane

Name of Person Signing

Signature

11/5/98

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 4
Washington, D.C. 20231

TRADEMARK
REEL: 1819 FRAME: 0888

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000007 198750
168592
40.00

ASSIGNMENT



11-09-1998

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #40

STATE OF New York)
) SS:
COUNTY OF New York)

WHEREAS, FILMS FOR THE HUMANITIES & SCIENCES, INC.,
(hereinafter referred to as ASSIGNOR) is the owner of the entire
rights, title, interest, benefits and privileges in and to United
States Trademark Registration 1,768,592, registered on May 4,
1993, for MEDIA LINKS, in International Class 16; and

WHEREAS, ASSIGNOR has adopted, used and is using said
mark in interstate commerce; and

WHEREAS, PRIMEDIA Inc. (hereinafter referred to as
ASSIGNEE) is desirous of acquiring all rights, title, interest,
benefits and privileges to said mark and the registration thereof
as well as the goodwill associated therewith;

WHEREAS, ASSIGNOR hereby warrants that there has not
been any knowing conveyance to any other party of any rights
whatsoever under the above mark or registration and that ASSIGNOR
has a good and full right to assign same to the ASSIGNEE herein
without encumbrance;

WHEREAS, ASSIGNOR further agrees to warrant that by
execution of this agreement it shall apply to ASSIGNOR'S heirs
and legal representatives, as well as ASSIGNOR, to do, upon
ASSIGNEE'S request and at its expense, but without additional
consideration, all acts reasonably serving to assure that the
said mark, and the registration thereof, shall be held and

enjoyed by ASSIGNEE as fully and entirely as the same could have been held and enjoyed by me or my heirs or representatives, if this assignment had not been made; and particularly to execute and deliver to ASSIGNEE all lawful application documents, disclaimers, and lawful affidavits or declarations in form and substance as may be requested by Assignee; to communicate to ASSIGNEE all facts known relating to said mark and registration thereof or the history thereof; and to furnish ASSIGNEE with any and all documents, photographs, models, samples and other physical exhibits under the control of ASSIGNOR or its heirs or legal representatives and which may be useful for establishing the facts concerning history of usage of said mark and prosecution and/or renewal of said registration thereof.

NOW THEREFORE, for good and valuable consideration furnished by ASSIGNEE to ASSIGNOR, receipt and sufficiency of which is hereby fully acknowledged, ASSIGNOR does hereby sell, assign and transfer unto said ASSIGNEE, all rights, title and interest, benefits, and privileges in and to the said mark and the registration thereof, together with the good will of the business symbolized by the above designated mark and registration thereof.

BY ASSIGNOR

FILMS FOR THE HUMANITIES &
SCIENCES, INC.

By *Ann M. Riposini*

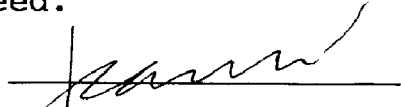
Date ✓ 10-14-98

Name: Ann M. Riposini
Title: Assistant Secretary

STATE OF *New York*)
)
COUNTY OF *New York*) SS:

On this *8th* day of *October*, 1998 before me appeared
Ann M. Riposana to me know to be the person described in ✓
and who executed the foregoing instrument and he acknowledged the
same to be his free act and deed.

JEANNIE C. CHOI
Notary Public, State of New York
No. 01CH5072968
Qualified in New York County
Commission Expires February 19, 1999


Notary Public

(Seal)