

11-25-1998

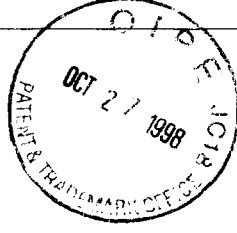


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To the Honorable Commissioner of Patents

100909278

attached original documents or copy thereof.



1. Name of conveying party(ies):
J.G. Ferguson Publishing Company, Inc.

2. Name and address of receiving party(ies)

Name: Books For Living, Inc.

Internal Address _____

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

Street Address: Rt. 1, Box 321

City: Elgin ST: Illinois

Additional name(s) & address(es) attached?

MRD 10-27-98



10-27-1998

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #70

3. Nature of conveyance:

Assignment

Execution Date: June 1, 1993

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

A. Trademark Application No.(s):

B. Registration No.(s): 341,783 and 212,997

Additional numbers attached? Yes No

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

Name: WADDEY & PATTERSON

Internal Address: NATIONS BANK BUILDING

SUITE 2020

Street Address: 414 UNION STREET

City: NASHVILLE State: TN Zip: 37219

6. Total number of applications and patents involved: 2

7. Total fee (37 CFR 3.41):..... \$65.00

The fee is enclosed

8. Deposit account number:

23-0035

(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.

Edward D. Lanquist, Jr.

Name of Person Signing

Signature

Date

65E
10/23/98

Total number of pages including cover sheet, attachments, and document: 7

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, DC 20231

TRADEMARK
REEL: 1820 FRAME: 0054

15/1398 JWR/KRS 11/00/14 41763

FC:482

TRADEMARK ASSIGNMENT

WHEREAS, J. G. FERGUSON PUBLISHING COMPANY, INC., a Delaware corporation ("FERGUSON"), located and doing business at 200 West Monroe Street, Chicago, Illinois, has adopted and used in its business the trademark which is registered in the Canadian Patent Office under the registration number set forth on Schedule A attached hereto; and

WHEREAS, BOOKS FOR LIVING, INC., a Delaware corporation ("BOOKS FOR LIVING"), located and doing business at Rt. 1, Box 321, Elgin, Illinois, is desirous of acquiring said registered trademark and the goodwill of the business symbolized by such trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, FERGUSON does hereby sell, assign, transfer, and set over unto BOOKS FOR LIVING its entire right, title and interest in, to and under the trademark and the registration thereof set forth on Schedule A attached hereto, together with the goodwill of the business in connection with which said trademark is used.

IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment on this 1 day of June, 1993.

J. G. FERGUSON PUBLISHING COMPANY,
INC.

By:


Stewart Lapham, President

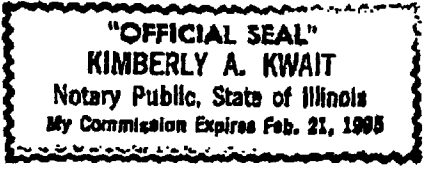
STATE OF ILLINOIS)
)
COUNTY OF COOK) SS

On this 1st day of June, 1993, before me appeared Stewart Lapham, the person who signed this instrument, who acknowledged that he signed the foregoing instrument as his free and voluntary act on behalf of the identified corporation with authority to do so.

Given under my hand and notarial seal.

Kimberly A. Kwait
Notary Public

My Commission Expires: 2/21/95



SCHEDULE A

<u>Trademark</u>	<u>Registration Number</u>	<u>Date Registered</u>
Book of Life	341,783	June 17, 1988

•DOCUMENT #: CH00213913.1;DATE:06/01/93;TIME:10:33

SCHEDULE A

<u>Trademark</u>	<u>Registration Number</u>	<u>Date Registered</u>
Book of Life	341,783	June 17, 1988

-DOCUMENT #: CH00235913.1;DATE:06/01/93;TIME:10:33

SCHEDULE A

<u>Trademark</u>	<u>Registration Number</u>	<u>Date Registered</u>	<u>Expires</u>
BOOK OF LIFE	212,997	May 18, 1926	May 18, 2006

-DOCUMENT #: CH000235912.1; DATE: 06/01/93; TIME: 10:36