

12-10-1998



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**MAD**  
**12-8-98**

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

Effective Date  
Month Day Year  
**9 30 98**

#### Conveying Party

Mark if additional names of conveying parties attached

Name Prentice-Hall, Inc.

Execution Date  
Month Day Year  
**12 2 98**

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other

Citizenship/State of Incorporation/Organization DE

#### Receiving Party

Mark if additional names of receiving parties attached

Name Executive Reports Corporation

DBA/AKATA

Composed of

Address (line 1) 1 Lake Street

Address (line 2)

Address (line 3) Upper Saddle River  
City

New Jersey  
State/Country

07458  
Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

Citizenship/State of Incorporation/Organization NJ

12/10/1998 SMITH 00000006 192257 75413977

FOR OFFICE USE ONLY

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 1824 FRAME: 0409

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. #

**Trademark Application Number(s) or Registration Number(s)**  Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment: Enclosed  Deposit Account

Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.)  
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

David Weems David Weems 12/3/98  
Name of Person Signing Signature Date Signed

ASSIGNMENT OF TRADEMARKS

WHEREAS, as of September 30, 1998, Prentice-Hall, Inc., a Delaware corporation with its principal place of business located at 1 Lake Street, Upper Saddle River, New Jersey 07458 ("Assignor") has adopted the trademark shown on attached Schedule A, an application for the registration of which has been filed with the United States Patent and Trademark Office (hereinafter the "Trademark") and;

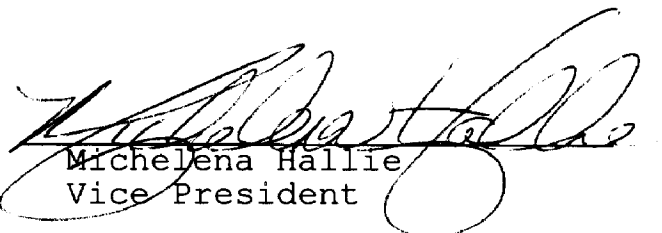
WHEREAS, Executive Reports Corporation, a New Jersey corporation with its principal place of business located at 1 Lake Street, Upper Saddle River New Jersey 07458 ("Assignee") is desirous of acquiring the Trademark in connection with its acquisition of all of the business to which the mark pertains and the respective application thereof;

NOW, THEREFORE, effective as of September 30, 1998, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark, all causes of action for past infringement thereof, and the registrations and applications thereof.

The commissioner of Patents and Trademarks is requested to file this Assignment as appropriate.

PRENTICE-HALL, INC.

Date: 12/2/98

By:   
Michelena Hallie  
Vice President

STATE OF New York )  
COUNTY OF New York )

ss.:

On this 2nd day of December, 1998, before me appeared Michelena Hallie, the person who signed this instrument, who acknowledged that he signed it on behalf of the identified corporation or other juristic entity with authority to do so.

  
Notary Public

DAVID WEISS  
Notary Public  
Qualified in New York  
Commission Expires November 20, 1999

SCHEDULE A

<b>MARK</b>	<b>Class</b>	<b>App. No.</b>	<b>App. Date</b>
ICM INSTITUTE OF CREDIT MANAGEMENT	16	75/413977	January 5, 1998