

12-10-1998

FORM PTO-1618
Expires 06/30/99
OMB 0651-0027



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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

MID
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 *Robert J. Brady, Co.*

DBA/AKA/TA

Composed of

Address (line 1) *1 Lake Street*

Address (line 2)

Address (line 3) *Upper Saddle River* *New Jersey* *07458*
City State/Country Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization *MI*

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.)

12/10/1998 SSMITH 00000008 192257 75494342
01 FC:481 40.00 CH

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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: 0581

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 David Weems

Address (line 1) Viacom International Inc.

Address (line 2) 1515 Broadway

Address (line 3) N.Y. NY 10036

Address (line 4)

Pages

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

6

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)

75/494,342

Number of Properties

Enter the total number of properties involved.

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 40.00

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:

192257

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
Name of Person Signing

David Weems
Signature

12/3/98
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, application for the registration of which has been filed with the United States Patent and Trademark Office (hereinafter the "Trademark") and;

WHEREAS, Robert J. Brady, Co., a Maryland 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*
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.

Dani Wee
Notary Public
[Notary Seal]

SCHEDULE A

Mark	Class	App. No.	App. Date
GOT THE SOFTWARE? GET THE BOOKS	35	75/494342	June 2, 1998