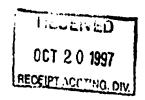
FORM PTO-1618A Expires 05/30/99 ONB 0551-0027	03-26-1999	U.S. Department of Commerce Patent and Trademark Office TRADEMARK
MLP 28-98 ECORDATION	100947059	
1 / -	ON FORM COVER SHEE	T
TO: The Commissioner of Patents and Trademarks:	MARKS ONLY Please record the attached or	ginal document(s) or copy(ies)
Submission Type	Conveyance Type	
New	Assignment	License
Resubmission (Non-Recordation) Document ID #	Security Agreement	Nunc Pro Tunc Assignment Effective Date Month Day Year
Correction of PTO Error Reel # Frame #	Merger	7,00
Corrective Document	Change of Name	1.0 0 121/194
Reel # 1682 Frame # 0649	1	e to Remove No. 10 1,618,7
Conveying Party	Mark if additional names of convey	ying parties attached Execution Date Month Day Year
Name +TV Tublishing	ompany	
Formerly		
Individual General Partnership	Limited Partnership	Corporation Association
Other		
Citizenship/State of Incorporation/Organiza	tion Delaware	
Receiving Party	Mark if additional names of recei	ving parties attached
Name Snore - Vaccon	e, Tor.	
DBA/AKA/TA		
Composed of		
Address (line 1) Suite 200		
Address (line 2) 6255 Barfiel	Road	
Address (line 3) Atlanta	State/Country	30325-4300 Zip Code
Individual General Partnership	Limited Partnership	If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an
Corporation Association		appointment of a domestic representative should be attached.
Other		(Designation must be a separate document from Assignment.)
Citizenship/State of Incorporation/Organiza	ation Georgia	
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Public teurden reporting for this collection of information is estimated to svere		
O.C. 20231 and to the Crace of arrangement of the Country of the C	grisses Practice. DO NOT SEND REQUESTS TO lad with required cover sheet(s)	information to:
Commissioner of Patents and Tr	ademarks, Box Assignments .	washingkademakk

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ent By: HEIDI A SCHILLER ES	3Q; 781	863 2504;	Mar-26-99	2:24PM;	Page 3/3
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Domestic Representativ	e Name and Addr	'ess Enter fo	or the first Receiv	TRAC	DEMARK
Name			THE WAS KECOM	ing Party only.	
Address (line 1)					
Address (time 2)					
Address (line 3)					
Address (time 4)					
Correspondent Name an	d Address				
	Area Coo	e and Telephone	Number		
Name Heidi	H. Schiller	Esq			
Address (line 1)	Holl + Str	evar			
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including any a Trademark Application Nu	umber(s) or Regist	tration Numb	er(s) Mai	k if additional number	FE Misched
Enter either the Trademark Applicati	ion Number or the Registral	tion Number (DO NO	TENTER BOTH NUM	bers for the same pro	perty).
Trademark Application	ion Number(s)	7 1 1 1 1 1 1 1 1	Registration	Number(s)	
		1 1018	121		
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Number of Properties E	nter the total number	of properties in	volved, #		
Fee Amount Fe	e Amount for Propert	ties Listed (37 C	FR 3.41): S	40.00	
Method of Payment:	Enclosed	Deposit Acc	ount	70.50	
Deposit Account (Enter for payment by deposit ac			e account.)	<u> </u>	
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Indicated herein.	la V	a CON	000	26/5	c
Name of Person Signing	<u> </u>	Signature	incom.	Date Sin	ned



ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT AND ASSUMPTION OF REGISTERED TRADEMARKS is made this / D day of September, 1997, by and between PTN PUBLISHING COMPANY, a Delaware corporation ("Assignor"), and SHORE-VARRONE, INC., a Georgia corporation ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of certain trademarks and the good will appurtenant thereto and certain trademark registrations therefor, which trademarks and registrations are listed and described in <u>ANNEX "A"</u> attached hereto (the "Marks") and;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks and registrations;

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, and Assignee hereby accepts, the entire right, title and interest in and to the Marks and registrations therefor, together with the good will appurtenant thereto and the entire right, title and interest in and to any equity arising out of past, present or future infringement of the Marks.

This Assignment of Trademarks may be executed in two or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute a single agreement. This Agreement may be executed and delivered via facsimile transmission which shall be deemed an original for all purposes.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment and Assumption of Registered Trademarks on the date first above written.

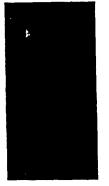
"ASSIGNEE"

[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]

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TRADEMARK REEL: 1682 FRAME: 0650



STATE OF GEOTRIA)
COUNTY OF FUTTOM)

acknowledged, before me fingelo Varyone Drekide + 1050	this 16th day of September, 1997, by who being duly sworn, did say that he/she is the of Nove-Various Lea Correct corporation, and d Assumption of Registered Trademarks on behalf of such
	Baba A. Mooreheed Notary Public
	Notary Public My commission expires: Def. 11, 1997
STATE OF) SSS	
acknowledged before me	ssignment and Assumption of Registered Trademarks wa this day of September, 1997, by who being duly sworn, did say that he/she is the of a corporation and ha
executed this Assignment and corporation.	of a corporation, and ha Assumption of Registered Trademarks on behalf of such
	Notary Public
	My commission expires:
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TRADEMARK REEL: 1682 FRAME: 0651





ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT AND ASSUMPTION OF REGISTERED TRADEMARKS is made this 12 day of September, 1997, by and between PTN PUBLISHING COMPANY, a Delaware corporation ("Assignor"), and SHORE-VARRONE, INC., a Georgia corporation ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of certain trademarks and the good will appurtenant thereto and certain trademark registrations therefor, which trademarks and registrations are listed and described in <u>ANNEX "A"</u> attached hereto (the "Marks") and;

WHEREAS, Assignee desires to acquire the entire right, title and interest in and to the Marks and registrations;

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, and Assignee hereby accepts, the entire right, title and interest in and to the Marks and registrations therefor, together with the good will appurtenant thereto and the entire right, title and interest in and to any equity arising out of past, present or future infringement of the Marks.

This Assignment of Trademarks may be executed in two or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute a single agreement. This Agreement may be executed and delivered via facsimile transmission which shall be deemed an original for all purposes.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment and Assumption of Registered Trademarks on the date first above written.

"ASSIGNEE"
SHORE-VARRONE, INC.,
By:______
Title:
"ASSIGNOR"

PTN PUBLISHING COMPANY

[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]

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TRADEMARK REEL: 1682 FRAME: 0652

STATE OF)
COUNTY OF)
The foregoing Assignment and Assumption of Registered Trademarks was acknowledged before me this day of September, 1997, by who being duly swom, did say that he/she is the
of a corporation, and has executed this Assignment and Assumption of Registered Trademarks on behalf of such
has executed this Assignment and Assumption of Registered Trademarks on behalf of such
corporation.
corporation.

COUNTY OF Fulfor

The foregoing Assignment and Assumption of Registered Trademarks was acknowledged before me this 12th day of September, 1997, by Lands 5. Alterback who being duly sworn, did say that he/she is the Secretary of PTN Publishing a Corporation, and has executed this Assignment and Assumption of Registered Trademarks on behalf of such corporation.

Notary Public

My commission expires: Notary Public, Pulson County, Georgia
My Commission Expires August 28, 199

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TRADEMARK REEL: 1682 FRAME: 0653



ANNEX A

TRADEMARKS

Trademark Registration Number

Sporting Goods Dealer 1,618,773

Sporting Goods Dealer 1,012,184

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RECORDED: 10/20/1997

RECORDED: 12/28/1998

TRADEMARK REEL: 1682 FRAME: 0654