

FORM PTO-1618A  
Expires 05/30/98  
OMB 0651-0027

03-26-1999

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



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MKD  
12-28-98

### 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  Corrective to Remove Res. No 1,618,773

Effective Date  
Month Day Year

#### Conveying Party

Mark if additional names of conveying parties attached  
Execution Date  
Month Day Year

Name  PTN Publishing Company

Formerly

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

#### Receiving Party

Mark if additional names of receiving parties attached

Name  Shore-Vannone, Inc.

DBA/AKA/TA

Composed of

Address (line 1)  Suite 200

Address (line 2)  6255 Barfield Road

Address (line 3)  Atlanta  GA  30325-4300

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

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.)

FOR OFFICE USE ONLY

03/29/1999 VBROWN 00000003 1012184

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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: 1826 FRAME: 0910

FORM PTO-1618B

Expires 06/30/99  
OMB 0661-0027

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

**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.

Heidi A. Schiller

Heidi A. Schiller

3/26/99

Name of Person Signing

Signature

Date Signed

RECEIVED  
OCT 20 1997  
RECEIPT ACC'ING. DIV.

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT AND ASSUMPTION OF REGISTERED TRADEMARKS is made this 12<sup>th</sup> 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 ANNEX "A" 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: *Angelo Varrone*  
Title: *President/CEO*

"ASSIGNOR"

PTN PUBLISHING COMPANY

By: \_\_\_\_\_  
Title: \_\_\_\_\_

[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]

STATE OF Georgia )  
COUNTY OF Fulton )

The foregoing Assignment and Assumption of Registered Trademarks was acknowledged before me this 16th day of September, 1997, by Angelo Varrone who being duly sworn, did say that he/she is the President/CEO of Jure-Varrone Tea Georgia corporation, and has executed this Assignment and Assumption of Registered Trademarks on behalf of such corporation.

Barbara A. Moorehead  
Notary Public

My commission expires: Oct. 11, 1997

STATE OF \_\_\_\_\_ )  
  )ss  
COUNTY OF \_\_\_\_\_ )

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

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

RECEIVED  
OCT 20 1997  
RECEIPT ACTING. DIV.

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT AND ASSUMPTION OF REGISTERED TRADEMARKS is made this 12<sup>th</sup> 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 ANNEX "A" 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

By: James S. Albert  
Title: Secretary

[NOTARY SIGNATURES APPEAR ON FOLLOWING PAGE]

STATE OF \_\_\_\_\_ )  
  )ss  
COUNTY OF \_\_\_\_\_ )

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

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

STATE OF Georgia )  
  )ss  
COUNTY OF Fulton )

The foregoing Assignment and Assumption of Registered Trademarks was acknowledged before me this 12<sup>th</sup> day of September, 1997, by James S. Altenbach who being duly sworn, did say that he/she is the Secretary of PTN Publishing Company a Delaware corporation, and has executed this Assignment and Assumption of Registered Trademarks on behalf of such corporation.

Virginia L. My  
\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_  
Notary Public, Fulton County, Georgia  
My Commission Expires August 28, 1998

ANNEX A

TRADEMARKS

<u>Trademark</u>	<u>Registration Number</u>
Sporting Goods Dealer	1,618,773
Sporting Goods Dealer	1,012,184

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RECORDED: 10/20/1997

TRADEMARK  
REEL: 1682 FRAME: 0654

RECORDED: 12/28/1998

TRADEMARK  
REEL: 1826 FRAME: 0916