

12-22-1998



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To the Honorable Commissioner of Patents and Trademarks

documents or copy thereof.

1. Name of conveying party(ies):

ELSEVIER S.A.

- Individual(s)
- General Partnership
- Corporation-State
- Other Swiss Limited Liability Corporation

- Association
- Limited Partnership

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

3. Nature of conveyance: 12-16-98

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: August 21, 1998

2. Name and address of receiving party(ies)

Name: Sosland Publishing Company

Internal Address: \_\_\_\_\_

Street Address: 4800 Main Street

City: Kansas City State: MO ZIP: 64112

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership Missouri
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached?  Yes  No

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

A. Trademark Application No.(s)

75/374766

B. Trademark Registration No.(s):

851,662

Additional numbers attached?  Yes  No

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

Name: Wade Kerrigan

Internal Address: Blackwell Sanders

Peper Martin LLP

Street Address: 2300 Main Street, Suite 1000

City: Kansas City State: MO ZIP: 64108

12/21/1998 DNGUYEN 00000033 851662

6. Total number of applications and registrations involved: 2

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: 65E

(Attach duplicate copy of this page if paying by deposit account)

01 FC:481 40.00 OP  
02 FC:482 25.00 OP

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.

Wade Kerrigan

Name of Person Signing

Wade Kerrigan

Signature

12/4/98

Date

Total number of pages including cover sheet, attachments, and document: 3

**TRADEMARK ASSIGNMENT**

**WHEREAS, Elsevier S.A.**, a Swiss limited liability corporation having its principal office at Rue du Seyon 5, 2000 Neuchâtel, Switzerland ("Assignor"), has adopted and used the trademarks set forth on Schedule I hereto (together with all application therefor and all common law rights established through use thereof, the "Marks") in connection with the businesses of Assignor associated with the trade publications entitled *Bakery Production and Marketing Newsletter*, *Bakery Production and Marketing*, *Bakery Production and Marketing Featuring Red Book*, and *Bakery Production and Marketing Buyer's Guide*; and

**WHEREAS, Sosland Publishing Company**, a Missouri general partnership having its principal place of business at 4800 Main Street, Kansas City, Missouri 64112 ("Assignee") is desirous of acquiring the Marks.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Marks, together with the goodwill of the businesses in connection with which the Marks are used and which are symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof. The foregoing assignment shall be without any representation or warranty except as may be provided in the Asset Purchase Agreement of even date hereof by and between Assignor and Assignee.

Assignor shall, at the request and expense of Assignee but without further consideration, do, execute, acknowledge, deliver and file, or shall cause to be done, executed, acknowledged, delivered or filed, all such further acts, deeds, transfers, conveyances, assignments or assurances as may be reasonably requested to effect the assignment of the Marks to Assignee.

**IN WITNESS WHEREOF**, the undersigned has executed this Assignment this 21<sup>st</sup> day of August, 1998.

**ELSEVIER S.A.**

By: J. A. Danga  
Name: Jackie Danga  
Title: Attorney-in-Fact

Commonwealth of Massachusetts )

County of ~~Suffolk~~ Middlesex )

Subscribed and sworn before me this 21<sup>st</sup> day of August, 1998.

Rayna M. Burns  
Notary Public  
My Commission Expires: 10-26-01

**SCHEDULE I**

<b>MARK</b>	<b>OWNER</b>	<b>REGISTRATION</b>	<b>APPLICATION</b>
BAKERY PRODUCTION AND MARKETING	Elsevier S.A.	<del>851622</del> 851662	
BAKERY PRODUCTION AND MARKETING	Elsevier S.A.		75/374766
BAKERY PRODUCTION AND MARKETING PRODUCT GUIDE*	Elsevier S.A.		
BAKERY PRODUCTION AND MARKETING RED BOOK*	Elsevier S.A.		
BAKERY PRODUCTION AND MARKETING NEWSLETTER*	Elsevier S.A.		

\* - Unregistered Trademark