

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

01-26-1999



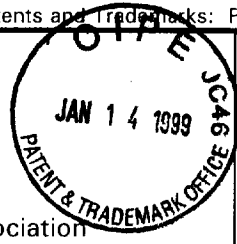
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To the Honorable Commissioner of Patents and Trademarks: Please record the attached c

1. Name of conveying party(ies):
Keller International Publishing Corp.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-New York
 Other

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



2. Name and address of receiving party(ies):
Name: **Strategic Business Communications, L.L.C.**
Street Address: **226 West 26th Street**
City: **New York State: New York Zip: 10001**

Individual(s) citizenship
 Association
 General Partnership
 New York Limited Liability Company
 Corporation
 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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: October 30, 1995

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

B. Trademark registration No.(s)
BEVERAGE AISLE - REG. NO. 1,749,388
SOFT DRINKS - REG. NO. 604,640
SOFT DRINKS SCOPE - REG. NO. 901,563

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Darby & Darby P.C.
Street Address: 805 Third Avenue, 27th Floor
City: New York State: New York Zip: 10022-7513

Date 1/14/99 Label No. EM445425638
I hereby certify that on the date indicated above I deposited this paper or fee with the U.S. Postal Service & that it was addressed for delivery to the Commissioner of Patents & Trademarks, Washington, DC 20231 by "Express Mail Post Office to Addressee" service.

DB Peck DB Peck
Name (Print) Signature

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41):.....\$90.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
04-0100
(Attach duplicate copy of this page if paying by deposit account)

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.

Lucille P. Nichols
Name of Person Signing Lucille P. Nichols January 14, 1999
Signature Date

01/26/1999 DNGUYEN 00000055 1749368

01 FC:481 40.00 OP
02 FC:482 50.00 OP

Total number of pages including cover sheet, attachments, and document: 4

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

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS is made on this 30th day of October, 1995,
by KELLER INTERNATIONAL PUBLISHING CORP., a New York corporation ("Assignor"),
having an office at 150 Great Neck Road, Great Neck, New York 11021.

WITNESSETH:


WHEREAS, Assignor is the owner of and has adopted, used, and is using the trademarks
set forth in Schedule A attached hereto (the "Trademarks"); and

WHEREAS, Strategic Business Communications, L.L.C., a New York limited liability
company ("Assignee"), having an office at 150 Great Neck Road, Great Neck, New York
11021, is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency
of which are hereby acknowledged, Assignor hereby forever sells, assigns and transfers to
Assignee all of its right, title and interest throughout the world in and to each of the Trademarks
and any and all registrations and applications for registration of same, renewals and applications
for renewal of same, including the goodwill of the business in connection with each respective
trademark, together with all claims for damages, profits, and costs, both in equity and at law,
for any infringement or infringements of said trademark rights accruing on or before the date
of this assignment.

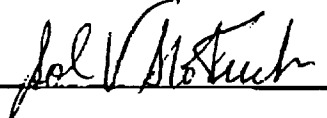
IN WITNESS WHEREOF, Assignor has caused this Assignment of Trademarks to be signed by its duly authorized representative and its seal affixed on the date first hereinabove set forth.

KELLER INTERNATIONAL PUBLISHING CORP.

By: 
Gerald E. Keller, President

[Corporate Seal]

Attest:


Title:

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 30th day of October, 1995, before me personally came GERALD E. KELLER, to me known, who, being by me duly sworn, did depose and say that he resides at 150 GREAT NECK ROAD, GREAT NECK N.Y.; that he is the President of Keller International Publishing Corp., the corporation described herein and which executed the above instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of said corporation; and that he signed his name thereto by like order.


Notary Public

EDMUND ARTHUR SCHAFFZIN
Notary Public, State of New York
No. 31-8788887
Qualified in New York County
Commission Expires Oct 31, 1996

AssignTM.01



0956/8B050/3F268

SCHEDULE A

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
BEVERAGE AISLE	1,749,388	01/26/93
SOFT DRINKS (stylized)	604,640	04/12/55
SOFT DRINKS SCOPE	901,563	10/27/70