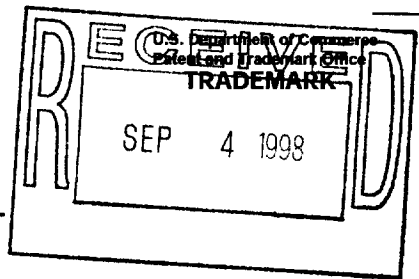


9/4/98

02-03-1999



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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
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

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

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership Association
 - Corporation
 - Other
- 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.)

09/14/1998 10:21 AM WWW.PATENT.COM
 Citizenship/State of Incorporation/Organization

01 FC:481 40.00 09 FOR OFFICE USE ONLY

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: 1846 FRAME: 0757

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)		
<input type="text" value="74305635"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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.

Name of Person Signing Signature Date Signed

TRADEMARK ASSIGNMENT

Pursuant to that certain Asset Purchase Agreement by and among Global DirectMail Corp. ("Assignee") and Elron Software, Inc., ("Assignor") dated April 10, 1998, Assignor does hereby sell, assign and transfer to Assignee, its successors and assigns, the entire right, title and interest of Assignor in and to the trademarks listed on Schedule I hereto, together with associated logos, service marks and tradenames owned and used by Assignor or necessary for the operation of Assignor's business (the "Trademarks"), all United States trademark registrations for the Trademarks or applications therefor, and all rights of the Assignor, including, but not limited to, common law rights, if any, to the Trademarks, the goodwill of the business assigned with the Trademarks and all products and proceeds of the foregoing including, but not limited to, any claims by the Assignor against third parties for past, present or future unfair competition, violation of intellectual property rights, or infringement or dilution of any Trademark or Trademark registration or for unfair competition with or injury to any Trademark or Trademark registration or the goodwill associated with any of the foregoing, free and clear of all liabilities, obligations, pledges, security interests, mortgages, liens, restrictions, claims, defenses, set-offs, equities, encumbrances or charges, whatsoever.

IN WITNESS WHEREOF, the undersigned has executed this Trademark Assignment as of the 16 day of April, 1998.

ELRON SOFTWARE, INC.

By: 

IVAN O'SULLIVAN

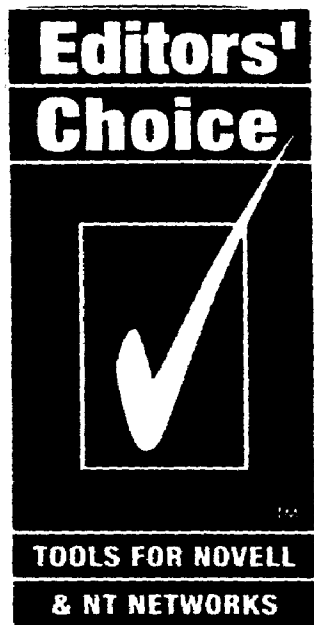
President, Network Management Division

SCHEDULE 1
TRADEMARKS

Name

EDITORS' CHOICE

EDITORS' CHOICE with design (as shown below).



A handwritten mark consisting of a large, stylized letter 'D' with a loop at the bottom, drawn in black ink.

COMMONWEALTH OF MASSACHUSETTS

MIDDLESEX, SS.

April 17, 1998

Then personally appeared the above named Ivan O'Sullivan, and acknowledged the foregoing instrument to be his free act and deed, before me, and that he signed his name thereto pursuant to authorization by the Board of Directors of Elron Software, Inc., a Delaware Corporation solely on its behalf, and not individually.

A handwritten signature in cursive script, appearing to read "William F. Swiggart", written over a horizontal line.

William F. Swiggart, Notary Public
My commission expires June 5, 1998



**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

JANUARY 06, 1999

PTAS

CURT RUSH, ESQ.
22 HARBOR PARK DRIVE
PORT WASHINGTON, NEW YORK 11050



100828187A

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF NON-RECORDATION OF DOCUMENT

DOCUMENT ID NO.: 100828187

THE ENCLOSED DOCUMENT HAS BEEN EXAMINED AND FOUND NON-RECORDABLE BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. THE REASON(S) FOR NON-RECORDATION ARE STATED BELOW. DOCUMENTS BEING RESUBMITTED FOR RECORDATION MUST BE ACCOMPANIED BY A NEW COVER SHEET REFLECTING THE CORRECT INFORMATION TO BE RECORDED AND THE DOCUMENT ID NUMBER REFERENCED ABOVE.

THE ORIGINAL DATE OF FILING OF THIS ASSIGNMENT DOCUMENT WILL BE MAINTAINED IF RESUBMITTED WITH THE APPROPRIATE CORRECTION(S) WITHIN 30 DAYS FROM THE DATE OF THIS NOTICE AS OUTLINED UNDER 37 CFR 3.51. THE RESUBMITTED DOCUMENT MUST INCLUDE A STAMP WITH THE OFFICIAL DATE OF RECEIPT UNDER 37 CFR 3. APPLICANTS MAY USE THE CERTIFIED PROCEDURES UNDER 37 CFR 1.8 OR 1.10 FOR RESUBMISSION OF THE RETURNED PAPERS, IF THEY DESIRE TO HAVE THE BENEFIT OF THE DATE OF DEPOSIT IN THE UNITED STATES POSTAL SERVICE.

SEND DOCUMENTS TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231. IF YOU HAVE ANY QUESTIONS REGARDING THIS NOTICE, YOU MAY CONTACT THE INDIVIDUAL WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723.

1. THE COVER SHEET SUBMITTED FOR RECORDING IS NOT ACCEPTABLE. AN EXECUTION DATE MUST BE INDICATED FOR EACH CONVEYING PARTY.

Corrected

ANTIONE ROYALE, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

TRADEMARK
REEL: 1846 FRAME: 0762



September 3, 1998

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

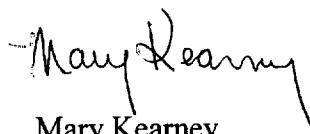
Re: Trademark Assignment for Editor's Choice

Dear Sir/Madam:

Enclosed please find a trademark assignment between Global DirectMail Corp. (Assignee) and Elron Software, Inc. (Assignor) with respect to the trademark "Editor's Choice". In addition to the assignment, I am enclosing a recordation cover sheet and our check in the amount of \$40.00 made payable to the Commissioner of Patents and Trademarks to cover costs for recording same.

If you require additional information or if I can be of assistance, please contact the undersigned at extension 7020.

Very truly yours,



Mary Kearney
Paralegal

Encls.