

02-10-1999



U.S. Department of Commerce  
Patent and Trademark Office

100962777

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

The Sterling/Macfadden Partnership

*MRD 2899*

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_

- Association
- Limited Partnership

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

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Magazines Inc.

Address: 745 Fifth Avenue  
New York, New York 10151

3. Nature of conveyance:

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

Execution Date: December 14, 1998

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- 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 registration number(s):

A. Trademark Application No.(s) 75/546544, 75/548343  
75/498669, 75/543693

B. Trademark Registration No.(s)

1113590  
1864656  
1368887

Additional numbers attached?  Yes  No

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

Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

Attention: David Sternbach, Esq.

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41)..... \$ 190.00

Enclosed

Any deficiency is authorized to be charged to  
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

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

02/10/1999 DCDATES 00000024 75546544

01 FC:481 40.00 OP  
02 FC:482 150.00 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.*

David Sternbach

Name of Person Signing

Signature

2/5/98

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

ASSIGNMENT

WHEREAS, **THE STERLING/MACFADDEN PARTNERSHIP**, a partnership organized and existing under the laws of New York, with an office at 233 Park Avenue South, City of New York, State of New York 10003, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademarks registered in the United States Patent and Trademark Office or for which applications for registration have been filed in the United States Patent and Trademark Office:

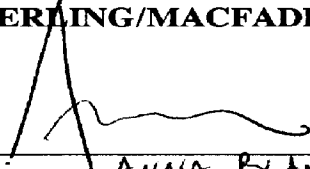
| <u>Trademark</u>                    | <u>Number</u>     |
|-------------------------------------|-------------------|
| TEEN BEAT                           | 1113590           |
| TEEN BEAT ALL STARS                 | 75/546544 (Appl.) |
| 16 MAGAZINE SPECIAL SUPERSTARS Logo | 75/548343 (Appl.) |
| 16                                  | 1864656           |
| TIGER BEAT                          | 75/498669 (Appl.) |
| TEEN MACHINE                        | 75/543693 (Appl.) |
| SUPER TEEN                          | 1368887           |

AND WHEREAS, **PRIMEDIA MAGAZINES, INC.**, a corporation organized and existing under the laws of the State of Delaware, located at 745 Fifth Avenue, City of New York, State of New York 10151, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the registrations thereof;

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademarks, trademark registrations and trademark applications, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 14<sup>th</sup> day of December, 1998

**THE STERLING/MACFADDEN PARTNERHSIP**

By  \_\_\_\_\_  
 ANNA BLANCO

Title: Vice President of Mort T. Corp. and Peter C. Inc., co-managing partners of The Sterling/MacFadden Partnership