

02-19-1999



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Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger Change of Name

Other

Effective Date
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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

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Name

DBA/AKA/TA

Composed of

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Individual General Partnership Limited Partnership Corporation Association

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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.)

02/19/1999 SBURMS 00000016 73547948

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01 FC:481 40.00 OP
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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="75547948"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2037881"/>	<input type="text" value="1419464"/>	<input type="text" value="2176603"/>
<input type="text" value="75374912"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1922572"/>	<input type="text" value="2149267"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1926726"/>	<input type="text" value="2141535"/>	<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.)

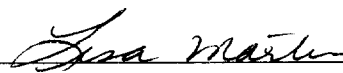
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To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Lisa B. Martin
Name of Person Signing


Signature

2/10/99
Date Signed

ASSIGNMENT OF TRADEMARKS

ASSIGNMENT, from News America Incorporated, with a principal address at 1211 Avenue of the Americas, New York, New York 10036, USA (hereinafter, "Assignor") to News America Publications, Inc., with a principal address at 100 Matsonford Road, Radnor, Pennsylvania 19088, USA (hereinafter, "Assignee"), of the Trademark Registrations listed on Schedule A annexed hereto and made a part hereof.


WHEREAS, Assignor is the owner of the Trademark Registrations listed on Schedule A, hereto as shown by the U.S. Patent and Trademark Office records; and

WHEREAS, Assignee is desirous of acquiring the Trademark Registration listed on Schedule A, hereto.

NOW THEREFORE, be it known for good and valuable consideration, the sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and sells to Assignee all of Assignor's rights, title and interest in and to the trademarks, which are the subject of the Trademark Registrations listed on Schedule A, hereto, and the goodwill associated therewith. Assignor hereby agrees that Assignee may file a copy of this Assignment with the U.S. Patent and Trademark Office for recordal.

IN WITNESS WHEREOF, Assignor has caused its authorized officer to execute this Assignment on this 30th day of December, 1998.

News America Incorporated

BY: 
Name: Lawrence A. Jacobs
Title: Sr. Vice President

WITNESSES:

ATTEST:  Date: December 30, 1998

ATTEST:  Date: December 30, 1998

SCHEDULE A

<u>TRADEMARK NAME</u>	<u>REGISTRATION/SERIAL NUMBER</u>
BOOKS UNBOUND	REGISTERED RN# 2,037,881
ELECTROPOLIS (CLASS 41)	REGISTERED RN# 1,922,572
ELECTROPOLIS (CLASS 42)	REGISTERED RN# 1,926,726
FOTOFLIP	PENDING SN# 75/547,948
GO LOCAL	PENDING SN# 75/374,912
ICONTACT	REGISTERED RN# 1,419,464
SLAM SESSION	REGISTERED RN# 2,149,267
TRIVIA MATTERS	REGISTERED RN# 2,141,535
XCROSS THE PLATE	REGISTERED RN# 2,176,603