

03-17-1999

U.S. Department of Commerce
Patent and Trademark Office



100984777

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

1. Name of conveying party(ies):

Patch Publishing Company, Inc.

Individual(s) Association
 General Partnership Limited Partnership

Corporation - State (Florida)

Other _____

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

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Special Interest Publications, Inc.

Address: 2 Park Avenue, 11th Floor
New York, New York 10016

3. Nature of conveyance:

Assignment Merger

Security Agreement Change of Name

Other: Trademark Assignment to Asset Purchase Agreement

Execution Date: November 19, 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)

B. Trademark Registration No.(s) 2,069,951

Additional numbers attached? Yes No

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

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

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01 FC:481

40.00 OP

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41)..... \$ 40.00

Enclosed

Please Note: 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)

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.

Baila H. Celedonia, Esq.
Name of Person Signing

Baila H. Celedonia 3/12/99
Signature Date

Total number of pages including cover sheet, attachments, and document: 5

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

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of November 19, 1998, between Patch Publishing Company, Inc., a Florida corporation ("Assignor"), and PRIMEDIA Special Interest Publications, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor, with offices at 5211 South Washington Avenue, Titusville, Florida 32780, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "Marks") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

WHEREAS, Assignee, with offices at 2 Park Avenue, 11th Floor, New York, New York 10016, desires to acquire the Marks and the registrations and applications thereof; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement, dated as of even date herewith (the "Agreement"), pursuant to which Assignee is acquiring substantially all of the assets of Shutterbug magazine from the Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PATCH PUBLISHING CO., INC.

By: Donald T. Wells
Name:
Title:

PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC.

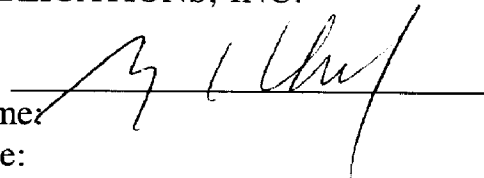
By: _____
Name:
Title:

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PATCH PUBLISHING CO., INC.

By: _____
Name:
Title:

PRIMEDIA SPECIAL INTEREST PUBLICATIONS, INC.

By: 
Name:
Title:

TRADEMARKS AND REGISTRATIONS FOR SHUTTERBUG MAGAZINE

United States, U.S. Reg. 2,069,951 -- Class 16

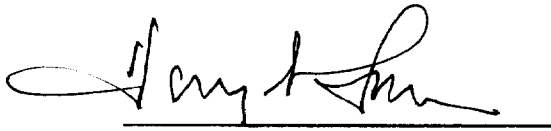
United Kingdom, Reg. B1386796 -- Class 16

Germany, Reg. 1164196 -- Class 16

Japan, Reg. 2504548 -- Class 26

STATE OF FLORIDA)
COUNTY OF BREVARD ^{SS.:})

On this 19 day of November, 1998, before me personally came Mr. Donald Weik, to me known, who being by me duly sworn, did depose and say that he is the PRESIDENT of Patch Publishing Company, Inc., the corporation described in and which executed the foregoing instrument, and that he had the authority to sign his name hereto on behalf of the corporation.



Notary Public