

03-22-1999

Docket No.:

037583-00002



100989751

Tab settings → → →

To the Honorable Commissioner of Patent

and the attached original documents or copy thereof.

1. Name of conveying party(ies):

PJS Publications, Inc.

- Individual(s)
- General Partnership
- Corporation-State **Delaware**
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: **March 2, 1998**

2. Name and address of receiving party(ies):

Name: **Hoffman Media, Inc.**

Internal Address:

Street Address: **3116 Bradford Place**

City: **Birmingham** State: **AL** ZIP: **35242**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State **Alabama**
- 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 numbers(s):

A. Trademark Application No.(s)

75/192,821

B. Trademark Registration No.(s)

2,148,897

Additional numbers attached? Yes No

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

Name: **Timothy A. Bush, Esq.**

Internal Address:

Street Address: **Sirote & Permutt, P.C.**

2222 Arlington Avenue South

City: **Birmingham** State: **AL** ZIP: **35205**

6. Total number of applications and registrations involved:.....

1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

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.

Timothy A. Bush

Name of Person Signing

Signature

March 12, 1999

Date

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

40.00 DP
7519821
0000044
JMR/K/18
12/1999

TRADEMARK ASSIGNMENT

WHEREAS, PJS Publications, Inc. a Delaware corporation having its place of business at P. O. Box 17901, Peoria, Illinois 61656 ("Assignor"), is the owner of the trademark described below (along with the goodwill associated with the foregoing collectively, the "Mark"); and

JUST CROSSSTITCH SN 75/192,821 filed November 4, 1996

WHEREAS, Hoffman Media, Inc., an Alabama corporation having its place of business at 3116 Bradford Place, Birmingham, Alabama 35242 ("Assignee") desires to acquire the entire right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledge, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Mark, throughout the world, and any renewals or extensions thereof, and 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 the infringements.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and that certain Asset Purchase Agreement dated March 2, 1998 between Assignee and Symbol of Excellence Publishers, Inc., (the "Agreement"), the terms, provisions and conditions of the Agreement shall govern.

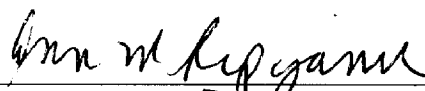
Assignor agrees to execute any further papers and to do such other acts as may necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

This Trademark Assignment shall be governed by, and construed in accordance with, the laws of the State of New York, and the provisions of Section 10.05 of the Agreement.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto effective as of the 2nd day of March, 1998.

PJS PUBLICATIONS, INC.

By:


Name: Ann M. Riposanu
Title: Asst Secretary

TIFFANY McCLAIN

LEGAL ASSISTANT

205.930.5382

tmcclain@sirote.com

S I R O T E
— & —
P E R M U T T
A PROFESSIONAL CORPORATION

March 12, 1999

EE538452012US

VIA EXPRESS MAIL
RETURN RECEIPT REQUESTED

Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

RE: Recordation Form Cover Sheet for One (1) Application
JUST CROSSSTITCH

Dear Sir or Madame:

Enclosed please find the Recordation Form Cover Sheet of Trademark Application 75/192821 (and resulting Registration No. 2,148,897) with the Assignment. Along with the assignment is a check in the amount of \$40.00 for the filing fee.

If you need additional information, please contact me at (205) 930-5382.

Sincerely,



Tiffany McClain
LEGAL ASSISTANT

Enclosure

LAW OFFICES AND MEDIATION CENTERS

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RECORDED: 03/12/1999

TRADEMARK
REEL: 1871 FRAME: 0568