

FORM PTO-1618A

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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

TRADEMARK

Our Refs.: 45390-5006, 5085, 5086 and 8010

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

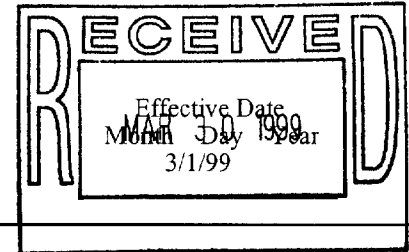
Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

Conveyance Type

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

License



Conveying Party

____ Mark if additional names of conveying parties attached

Name Robert J. Brady, Co.

Execution Date
Month Day Year

3/1/99

Formerly _____

Individual General Partnership Limited Partnership Corporation

Association Other

Citizenship/State of Incorporation/Organization Maryland

Receiving Party

____ Mark if additional names of receiving parties attached

Name Appleton & Lange Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 107 Elm Street

Address (line 2) Stamford, Connecticut 06912

Address (line 3) _____

Individual General Partnership Limited Partnership 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

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

04/05/1999 DNGUYEN 00000221 1600795

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
50.00 OP

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 200231

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 (212) 309-6988

Name Kerry A. Krzynowek, Esq.

Address (line 1) MORGAN, LEWIS & BOCKIUS LLP, Attn: TMSU

Address (line 2) 1800 M Street, N.W.

Address (line 3) Washington, D.C. 20036-5869

Pages Enter the total number of pages of the attached conveyance document including any attachments.

2

Trademark Application Number(s) or Registration Number(s)

Trademark Application Number(s)

Registration Number(s)

1,600,795 1,254,506 1,255,281

Number of Properties Enter the total number of properties involved. # 3

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 90.00

Method of Payment: Enclosed Deposit Account _____

(Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: 13-4520

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.

Kerry A. Krzynowek
Name of Person Signing

Kerry A. Krzynowek
Signature

3/30/99
Date Signed

SCHEDULE A

U.S. Registrations

<u>Mark</u>	<u>Reg. No.</u>
APPLETON & LANGE	1,600,795
THE JOURNAL OF FAMILY PRACTICE	1,254,506
THE JOURNAL OF FAMILY PRACTICE (Stylized)	1,255,281

Foreign Registrations

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>
APPLETON & LANGE	South Korea	222,088

TRADEMARK ASSIGNMENT


This Trademark Assignment is made on the 1st day of March, 1999, by Robert J. Brady, Co., a Maryland corporation, having a principal business address at 201 West 103rd Street, Indianapolis, Indiana 46290 ("Assignor"), in favor of Appleton & Lange Inc., a Delaware corporation, having a principal business address at 107 Elm Street, Stamford, Connecticut 06912 ("Assignee").

WHEREAS, Assignor owns all right, title and interest in and to the marks listed on the attached Schedule A ("Marks"), any pending applications or registrations therefor, and the goodwill of the business developed through the use of the Marks; and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Marks, any pending applications or registrations therefor, and the goodwill developed through the use of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns and transfers to Assignee, the entire right, title, and interest in and to the Marks, any pending applications or registrations therefor, and the goodwill of the business symbolized by the Marks. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Marks, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

ROBERT J. BRADY, CO.

By: 
Robert L. Dancy
Vice President and Secretary