

04-06-1999

3.30.99 REC



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Our Ref.: 45390-8160

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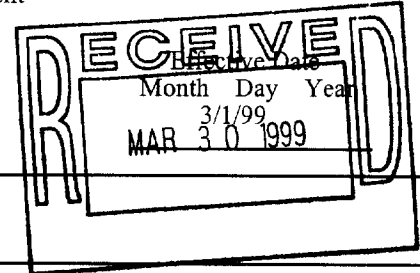
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

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

Conveyance Type

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



Conveying Party

____ Mark if additional names of conveying parties attached

Name Jossey-Bass, Inc., Publishers

Execution Date
Month Day Year

3/1/99

Formerly _____

- Individual General Partnership Limited Partnership Corporation
- Association Other _____
- Citizenship/State of Incorporation/Organization California

Receiving Party

____ Mark if additional names of receiving parties attached

Name Robert J. Brady, Co.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 201 West 103rd Street

Address (line 2) Indianapolis, Indiana 46290

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 Maryland

04/05/1999 DNGUYEN 00000220 2155616

FOR OFFICE USE ONLY

01 FC:481 40.00 DP
02 FC:482 200.00 DP

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)

75/541,401 75/562,612 75/562,591 75/539,005
75/562,593 75/562,592 75/562,595 75/562,596

2,155,618

Number of Properties Enter the total number of properties involved. # 9

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41):

\$ 240.00 **E**

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

TRADEMARK ASSIGNMENT

This Trademark Assignment is made on the 1st day of March, 1999, by Jossey-Bass, Inc., Publishers, a California corporation, having a principal business address at 350 Sansome Street, San Francisco, California 94104 ("Assignor"), in favor of Robert J. Brady, Co., a Maryland corporation, having a principal business address at 201 West 103rd Street, Indianapolis, Indiana 46290 ("Assignee").


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

WHEREAS, Assignee is a successor to a portion of the business of Assignor to which the Mark pertains and such business is ongoing and existing.

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 for federal registration or federal 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.

JOSSEY-BASS, INC., PUBLISHERS

By: 
Robert L. Dancy
Vice President and Secretary

SCHEDULE A

U.S. Applications and Registrations

<u>Mark</u>	<u>Reg. No.</u>
LEVEL MASTER	2,155,618

<u>Mark</u>	<u>Serial No.</u>
3D HUNTING Plus Design	75/541,401
IN 21 DAYS Plus Design	75/562,612
IN 24 HOURS Plus Design	75/562,591
NEW RIDERS Plus Design	75/539,005
QUICK STEPS FOR FAST RESULTS	75/562,593
SEE IT DONE YOURSELF Plus Design	75/562,592
SIMPLE SOLUTIONS. ESSENTIAL SKILLS.	75/562,595
WHEN YOU ONLY HAVE TIME FOR THE ANSWERS	75/562,596