

04-06-1999

3.30.99



REC

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Our Refs.: 45390-5002 and 8010

101002710

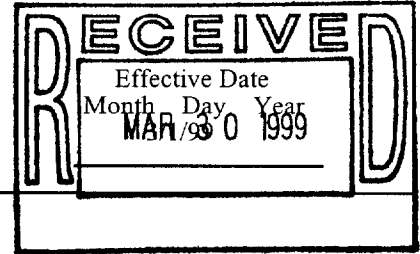
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

**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 Ahsuog Inc.

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 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
  - Corporation  Association
  - Other \_\_\_\_\_
- 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

Citizenship/State of Incorporation/Organization Delaware

04/05/1999 DNGUYEN 00000219 75344131

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40.00 OP

FOR OFFICE USE ONLY

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)**

75/344,131

**Number of Properties** Enter the total number of properties involved. # 1

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 40.00

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

  
Signature

3/30/99  
Date Signed

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made on the 1st day of March, 1999, by Ahsuog Inc., a California corporation, having a principal business address at 1633 Broadway, New York, New York 10019-6785 ("Assignor"), in favor of Appleton & Lange Inc., a Delaware corporation, having a principal business address at 107 Elm Street, Stamford, Connecticut 06912 ("Assignee").

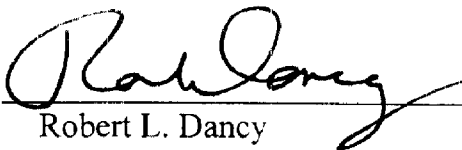
WHEREAS, Assignor owns all right, title and interest in and to the mark listed on the attached Schedule A ("Mark"), any pending applications for federal registration or federal registrations therefor, and the goodwill of the business developed through the use of the Mark;

WHEREAS, Assignee desires to acquire all right, title, and interest in and to the Mark, any pending applications for federal registration or federal registrations therefor, and the goodwill developed through the use of the Mark; and

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 Mark, any pending applications for federal registration or federal registrations therefor, and the goodwill of the business symbolized by the Mark. All rights and privileges, including the right to sue for and receive all damages from past infringements of the Mark, will be held and enjoyed by the Assignee, its successors, assigns and other legal representatives.

**AHSUOG INC.**

By:   
Robert L. Dancy  
Vice President and Secretary

**SCHEDULE A**

U.S. Application

Mark

Serial No.

A&LERT

75/344,131