

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

04-06-1999

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
TRADEMARK



3.30.99

RECC

101002129

ET

Our Refs.: 45390-0068, 0069, 5065 and 8150

TRADEMARKS ONLY

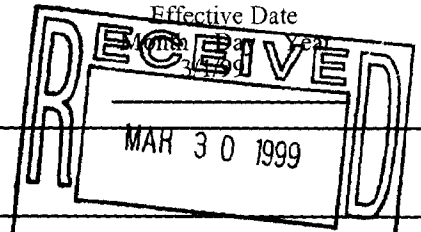
TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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 ARCO Publishing Inc.

Execution Date
Month Day Year

3/1/99

Formerly _____

- Individual General Partnership Limited Partnership Corporation
- Association Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

____ Mark if additional names of receiving parties attached

Name Prentice-Hall Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) One Lake Street

Address (line 2) Upper Saddle River, New Jersey 07458

Address (line 3) _____

- Individual General Partnership Limited Partnership Association
 - Corporation
 - 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 00000225 2093238

FOR OFFICE USE ONLY

01 FC:461
02 FC:462

40.00 OP
50.00 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)

2,093,238 2,162,778 1,903,244

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

TRADEMARK ASSIGNMENT

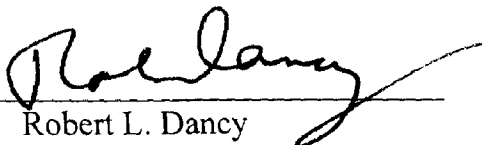
This Trademark Assignment is made on the 1st day of March, 1999, by ARCO Publishing Inc., a Delaware corporation, having a principal business address at 240 Frisch Court, Paramus, New Jersey 07652 ("Assignor"), in favor of Prentice-Hall Inc., a Delaware corporation, having a principal business address at One Lake Street, Upper Saddle River, New Jersey 07458 ("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.

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.

ARCO PUBLISHING INC.

By: 
Robert L. Dancy
Vice President and Secretary

SCHEDULE A

U.S. Registration

<u>Mark</u>	<u>Reg. No.</u>
JUNTOS	2,093,238
JUNTOS	2,162,778
PRENTICE-HALL DIRECT Plus Design	1,903,244