

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.

101002683
TRADEMARKS

7ED

Our Ref.: 45390-8000

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 _____
Effective Date
Month Day Year
3/1/99

Conveying Party

____ Mark if additional names of conveying parties attached

Name Jolley-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 Ahsuog Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1633 Broadway

Address (line 2) New York, New York, 10019-6785

Address (line 3) _____

Individual General Partnership Limited Partnership If document to be recorded is an assignment and

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization California

the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached

04/05/1999 DNGUYEN 00000213 75489222

FOR OFFICE USE ONLY

01 FC:481 40.00 DP
02 FC:482 475.00 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.

RECEIVED

Name _____ 1999 MAR 30 PM 1:09

Address (line 1) _____ OPR/FINANCE

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)

75/489,222 75/537,692 75/541,196

2,119,079 1,302,531 1,160,892 704,981
1,212,411 1,830,359 2,082,634 1,811,522
2,137,514 2,134,666 1,208,275 1,791,562
930,161 2,129,136 889,095 1,709,939
1,725,504

Number of Properties Enter the total number of properties involved.

20

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

\$ 515.00

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>
BAKER'S BIOGRAPHICAL DICTIONARY OF MUSICIANS	2,119,079
CASSELL'S	1,302,531
CHARLES SCRIBNER'S SONS	1,160,892
CHILDHOOD OF FAMOUS AMERICANS Plus Design Lantern Logo	704,981
Trees Logo	1,212,411
MAPREADER	1,830,359
NEW DISCOVERY	2,082,634
SCRIBNER PAPERBACK FICTION Plus Design	1,811,522
SCRIBNER Plus Design	2,137,514
SCRIBNERS Plus Design	2,134,666
THE BASEBALL ENCYCLOPEDIA	1,208,275
THE COLLEGE BLUE BOOK	1,791,562
THE COMPLETE IDIOT'S GUIDE TO Plus Design	930,161
THE SCRIBNER LIBRARY Plus Design	2,129,136
THORNDIKE LARGE PRINT	889,095
THORNDIKE PRESS	1,709,939
	1,725,504

U.S. Applications

<u>Mark</u>	<u>Serial No.</u>
THE COMPLETE IDIOT'S TRAVEL GUIDE TO Plus Design	75/489,222
G.K. HALL & CO Plus Design	75/537,692
GREAT LIBRARIES ARE BUILT ON OUR BOOKS	75/541,196

Common Law Trademarks

Mark

Flame Logo
Lantern and Wreath Logo

TRADEMARK ASSIGNMENT

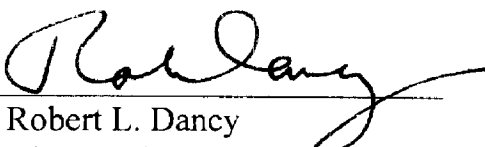
This Trademark Assignment is made on the 1st day of March, 1999, by Jossey-Bass, Inc., Publishers, a California corporation, having a principal business address at 350 Sansome Street, San Francisco, California 94104 ("Assignor"), in favor of Ahsuog Inc., a California corporation, having a principal business address at 1633 Broadway, New York, New York 10019-6785 ("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.

JOSSEY-BASS, INC., PUBLISHERS

By: 
Robert L. Dancy
Vice President and Secretary

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