

04-22-1999

U.S. Department of Commerce  
Patent and Trademark Office101016404  
TRADEMARKS ONLY

MAD 4-12-99

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

Apache-Minnesota Thom Mcan, Inc.

☐ Individual(s)      ☐ Association  
☐ General Partnership      ☐ Limited Partnership  
☒ Corporation-State - Minnesota  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 2. Name and Address of receiving party(ies)

Name: PRIMEDIA Magazine Finance Inc.

Address: 717 Fifth Avenue  
New York, New York 10002

## 3. Nature of conveyance:

☒ Assignment      ☐ Merger  
☐ Security Agreement      ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: April 7, 1999

Individual(s) citizenship \_\_\_\_\_

Association \_\_\_\_\_

General Partnership \_\_\_\_\_

Limited Partnership \_\_\_\_\_

Corporation-State Delaware

Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No  
 (Designations must be a separate document from assignment)  
 Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 509,391

Additional numbers attached? ☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

Attn: David Sternbach, Esq.

04/22/1999 DNGUYEN 00000067 509391

01 FC:481

40.00 DP

6. Total number of applications and registrations involved: 17. Total fee (37 CFR 3.41)..... \$ 40.00☒ Enclosed
☐ Any deficiency is authorized to be charged to  
 Deposit Account No. 03-3415.
8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. 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.

David Sternbach  
Name of Person Signing

Signature

April 9, 1999  
Date

Total number of pages including cover sheet, attachments, and document: 2

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

## ASSIGNMENT

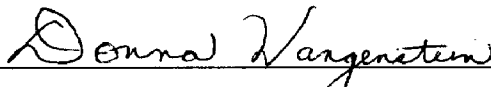
WHEREAS, APACHE-MINNESOTA THOM MCAN, INC., a Minnesota corporation, with an office at 2 Executive Boulevard, Suffern, New York 10901 (hereinafter "Assignor") is the owner of record for the trademark SEVENTEENS, Registration No. 509,391, registered in the United States Patent and Trademark Office; and

WHEREAS, PRIMEDIA MAGAZINE FINANCE INC., a Delaware Corporation, with an office at 717 Fifth Avenue, New York, New York 10002 (hereinafter "Assignee"), is desirous of acquiring any and all rights that ASSIGNOR may have in and to said mark and the registration therefor.

NOW, THEREFORE, for and in consideration of the sum of Six Thousand Dollars (\$6,000.00), paid for by ASSIGNEE, the receipt of which is hereby acknowledged, ASSIGNOR does hereby sell, assign, transfer and convey to ASSIGNEE, whatever right, title and interest ASSIGNOR may now have or has ever had in and to the trademark and the registration therefor for the United States, together with any goodwill of the business in connection with which the said mark is used and which is symbolized by said trademark.

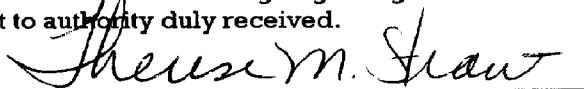
EXECUTED this 7<sup>th</sup> day of April, 1999.

**APACHE-MINNESOTA THOM MCAN, INC.**

  
By: Donna Wangenstein  
Title: Vice President

STATE of New Jersey                    )  
  ) ss.:  
COUNTY of Bergen                    )

On this 7<sup>th</sup> day of April, 1999, personally appeared Donna Wangenstein, to me known and known to me to be Vice President of APACHE-MINNESOTA THOM MCAN, INC., the assignor named above, and acknowledged that she executed the foregoing Assignment on behalf of said assignor and pursuant to authority duly received.

  
Notary Public

**THERESE M. STRAUT**  
**NOTARY PUBLIC OF NEW JERSEY**  
**MY COMMISSION EXPIRES JUNE 23, 1999**

RECORDED: 04/12/1999

**TRADEMARK**  
**REEL: 1886 FRAME: 0928**