

FORM PTÖ-161
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
TRADEMARK

**ON FORM COVER SHEET
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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 # _____
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Reel # _____ Frame # _____

Conveyance Type

Assignment License
 Security Agreement
 Merger
 Change of Name
Effective Date
Month Day Year
3/12/99
 Other _____

4.8.99

Conveying Party

Mark if additional names of conveying parties attached

Name Ahsuog Inc. Execution Date
Month Day Year

3/12/99

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 Macmillan General Reference USA 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 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 Delaware

04/23/1999 DNGUYEN 00000306 1434731

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 DP
300.00 DP

Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK

REEL: 1888 FRAME: 0117

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) 309-7015

Name Maura B. Leeds, 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)

75/091,328 75/489,222

Registration Number(s)

1,434,731	1,302,531	704,981
2,082,634	780,643	1,571,442
1,791,562	2,129,136	1,809,108
1,468,079	1,468,992	

Number of Properties Enter the total number of properties involved. # 13

Fee Amount Fee Amount for Properties Listed (37 CFR 3.41): \$ 340.00

Method of Payment: Enclosed X 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 X 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.

Maura B. Leeds

Name of Person Signing

Maura B. Leeds, Esq.

Signature

4/8/99

Date Signed

TRADEMARK ASSIGNMENT


This Trademark Assignment is made on the 12th 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 Macmillan General Reference USA Inc., a Delaware 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.

AHSUOG INC.

By: 
Robert L. Dancy
Vice President and Secretary

SCHEDULE A

U.S. Registrations

<u>Mark</u>	<u>Reg. No.</u>
ARCO	1,434,731
CASELL'S	1,302,531
CHILDHOOD OF FAMOUS AMERICANS Plus Design	704,981
MAPREADER	2,082,634
MONARCH	780,643
SUPERCOURSE	1,571,442
THE BASEBALL ENCYCLOPEDIA	1,791,562
THE COMPLETE IDIOT'S GUIDE TO Plus Design	2,129,136
UNOFFICIAL GUIDE	1,809,108
WEBSTER'S NEW WORLD	1,468,079
WEBSTER'S NEW WORLD DICTIONARY	1,468,992

U.S. Applications

<u>Mark</u>	<u>Serial No.</u>
FROM \$ A DAY	75/091,328
THE COMPLETE IDIOT'S TRAVEL GUIDE TO Plus Design	75/489,222