

04-29-1999

ET
Y

Docket No.:

S7341-019



Tab settings

▼ ▼ ▼

To the Honorable Commissioner of Pat

101022221

attached original documents or copy thereof.

1. Name of conveying party(ies):

Golden Books Publishing Company, Inc.

2. Name and address of receiving party(ies):

Name: St. Martin's Press, Incorporated

Internal Address:

Street Address: 175 Fifth Avenue

City: New York State: NY ZIP: 10010

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other

- Association
- Limited Partnership

Additional names(s) of conveying party(ies) attached? Yes No

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- 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

B. Nature of conveyance:

- Assignment
- Security Agreement
- Other Trademark License
- Merger
- Change of Name

Execution Date: April 16, 1999

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,011,003 1,694,132 1,883,540

Additional numbers attached? Yes No

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

Name: Michael S. Shore, Legal Assistant

Internal Address: Patterson, Belknap, Webb & Tyler LLP

Street Address: 1133 Avenue of the Americas

City: New York State: NY ZIP: 10036

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 3.41): \$ 90.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-0633

04/28/1999 DMGUYEN 00000294 160633 1011003

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 50.00 CH

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.

Michael S. Shore, Legal Assistant

Name of Person Signing

Michael S. Shore

Signature

April 21, 1999

Date

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

4

TRADEMARK LICENSE

WHEREAS, Golden Books Publishing Company, Inc., a Delaware corporation, with its principal place of business at 888 Seventh Avenue, New York, New York 10106 ("Licensor") and St. Martin's Press, Incorporated, a New York corporation, with its principal place of business at 175 Fifth Avenue, New York, New York 10010 ("Licensee"), entered into an Asset Purchase Agreement, dated March 11, 1999 (the "Asset Purchase Agreement"), providing for the purchase of certain assets of Licensor's adult book and coin product business;

WHEREAS, Licensor is the owner of all right, title and interest in and to the following trademarks and service marks (the "Licensed Marks"), the registrations or applications for them, and all associated good will:

<u>MARK</u>	<u>REG. NO./SERIAL NO.</u>	<u>CLASS</u>	<u>REG. DATE/FILING DATE</u>
A GOLDEN GUIDE	1,011,003	16	5/20/75
GOLDEN	1,694,132	16	6/16/92
GOLDEN BOOKS	1,883,540	16	3/14/95

WHEREAS, Licensee and its affiliated companies are desirous of acquiring worldwide eight and one-half year licenses to use, and to sublicense the right to use, the Licensed Marks and Licensor is desirous of granting such license, on the terms set forth in the Asset Purchase Agreement;

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged:

1. Licensor hereby grants to Licensee and its affiliated companies:

(a) an exclusive worldwide license to use, and to sublicense the right to use,

the registered trademark A Golden Guide®; and

(b) a non-exclusive worldwide license to use, and to sublicense the right to use, the registered trademarks Golden® and Golden Books® in the title of present and future editions of the book now entitled The Golden Book of Coin Collecting and in advertising, publicity and promotion therefor.

Each such license shall be for a term of eight and one-half years and shall be subject to, and in accordance with, the terms of the Asset Purchase Agreement.

2. Licensor hereby agrees that none of it, Golden Books Family


Entertainment, Inc. or any person who acquires an interest in any of the Licensed Marks, the unregistered trademark Golden Field Guides™ or any other registered or unregistered trademark of Licensor containing the word "Golden" (collectively, the "Marks") will use, or authorize the use of, any of the Marks to launch, sponsor, publish, distribute, sell, market, endorse or otherwise participate or assist in any capacity whatsoever in the preparation, publication, distribution, sale or marketing of: (a) any nature guide, field guide or any book or other work in whatever form or medium that contains substantial coverage of any subject matter covered by any past, present or future title in any of the series of works known as A Golden Guide®, Golden Field Guides™ or Outdoor Action Guides, except in each case any nature guide, field guide or any book or other work specifically marketed to and suitable only for children under age nine, including, without limitation, any such guide, book or other work marketed under the Golden Jr. Guides name; or (b) any coin guide or any book or other work in whatever form or medium that relates to coins or coin collecting except any guide, book or other work specifically marketed and suitable only for children under age nine.

393752.2

Effective as of April 16, 1999.

GOLDEN BOOKS PUBLISHING COMPANY, INC.

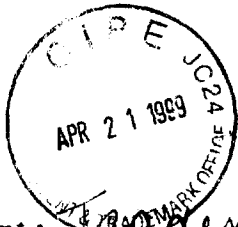
a Delaware corporation

By: 

Title: Philip Galanes
Senior VP + General Counsel

393752.2

TRADEMARK
REEL: 1888 FRAME: 0839



Document: Trademark License

Trademark:

Applicant: St. Martin's Press

Client No.: S7341-019

Date Mailed: 4-20-99

The United States Patent and Trademark Office acknowledges receipt of the above referenced document on the date stamped below:

Date: _____



POST OFFICE TO ADDRESSEE

EE643351685US

ORIGIN (POSTAL USE ONLY)		
ZIP Code	Day of Delivery <input type="checkbox"/> Next <input type="checkbox"/> Second	Flat Rate Envelope <input type="checkbox"/>
Date In Mo. Day Year	<input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM	Postage \$
Time In AM PM	Military <input type="checkbox"/> 2nd Day <input type="checkbox"/> 3rd Day	Return Receipt Fee
Weight lbs. ozs.	Int'l Alpha Country Code	COD Fee Insurance Fee
Delivery <input type="checkbox"/> Weekend <input type="checkbox"/> Holiday	Acceptance Clerk Initials	Total Postage & Fees \$

DELIVERY (POSTAL USE ONLY)		
Delivery Attempt	Time <input type="checkbox"/> AM <input type="checkbox"/> PM	Employee Signature
Mo. Day		
Delivery Attempt	Time <input type="checkbox"/> AM <input type="checkbox"/> PM	Employee Signature
Mo. Day		
Delivery Date	Time <input type="checkbox"/> AM <input type="checkbox"/> PM	Employee Signature
Mo. Day		
Signature of Addressee or Agent		
X		
Name - Please Print		
X		

CUSTOMER USE ONLY

METHOD OF PAYMENT:

Express Mail Corporate Acct. No. _____

General Agency Acct. No. or Postal Service Acct. No. _____

WAIVER OF SIGNATURE (Domestic Only) Additional merchandise insurance is void if waiver of signature is requested. I wish delivery to be made without obtaining signature of addressee or addressee's agent (if delivery employee judges that article can be left in secure location) and I authorize that delivery employee's signature constitutes valid proof of delivery.

NO DELIVERY Weekend Holiday

Customer Signature _____

FROM: (PLEASE PRINT) PHONE (212) 336-2000

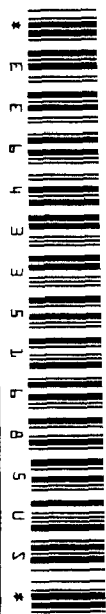
Michael S. Shore, Legal Assistant
Patterson, Belknap, Webb & Tyler LLP
1133 Avenue of the Americas
New York, New York 10036

S7341-019

TO: (PLEASE PRINT) PHONE ()

Commissioner of Patents and Trademarks
Washington, D.C. 20231-0001

Mailing Label





Patterson, Belknap, Webb & Tyler LLP

1133 Avenue of the Americas
New York, NY 10036-6710
212-336-2000

Handwritten initials or marks in the top right corner.

Michael S. Shore

Legal Assistant

Fax
212-336-2222

Direct Line
212-336-2456

April 21, 1999

Commissioner of Patents and Trademarks
Washington, D.C. 20231-0001

Re: Golden Books Publishing Company, Inc. to St. Martin's Press, Incorporated

Ladies and Gentlemen:

Enclosed for filing is a Trademark Recordation Form Cover Sheet, accompanied by a Trademark License. Please charge the deposit account of Patterson, Belknap, Webb & Tyler LLP, Deposit Account No. 16-0633 for the \$90 filing fee. A duplicate copy of the Trademark Recordation Form Cover Sheet is enclosed for such purpose. The Commissioner is hereby authorized to charge payment of any fees associated with this license or credit any overpayment to our Deposit Account. Please acknowledge receipt of the enclosures by stamping and returning the stamped, self-addressed postcard enclosed for such purpose. If you have any questions, please contact us. Thank you.

Sincerely,

Michael S. Shore
Legal Assistant

cc: Gloria C. Phares, Esq.

CERTIFICATE OF MAILING BY "EXPRESS MAIL"
"Express Mail" mailing label number:
EE643351685US
I hereby certify that this correspondence and fee are addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231-0001, and are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service on April 21, 1999.

Michael S. Shore