

04-30-1999



RM COVER SHEET

RKS ONLY

Docket No.:

S7341-019

Tab settings → → →

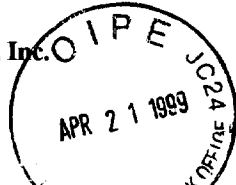
To the Honorable Co

101025934

Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Golden Books Publishing Company, Inc.



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

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

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) 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

3. Nature of conveyance:

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

Execution Date: April 16, 1999

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

Trademark Application No.(s)

B. Trademark Registration No.(s)

1,682,133	1,715,693	874,728
1,199,542	865,788	
1,199,543	869,328	

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:.....

7

7. Total fee (37 CFR 3.41):.....\$ S190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

16-0633

04/29/1999 DNGUYEN 00000306 160633 1682133

DO NOT USE THIS SPACE

01 FC:481 40.00 CH  
02 FC:482 150.00 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

Signature

April 21, 1999

Date

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

5

ASSIGNMENT OF TRADEMARK/SERVICE MARK RIGHTS

WHEREAS, Golden Books Publishing Company, Inc., a Delaware corporation, with its principal place of business at 888 Seventh Avenue, 43rd Floor, New York, New York 10106-4100 ("Assignor"), is the owner of all right, title and interest in and to the trademarks and service marks (the "Marks") set forth on Schedule A attached hereto, the registrations or applications for them, and all associated good will;

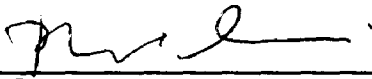
WHEREAS, St. Martin's Press, Incorporated, a New York corporation, with its principal place of business at 175 Fifth Avenue, New York, New York 10010-7848 ("Assignee"), is desirous of acquiring all rights, title and interest in and to the Marks and registrations or applications associated with them, together with the goodwill of the business symbolized by and associated with the Marks and their respective registrations or applications, and together with the right to sue for and recover damages for past infringements of the Marks and to stand in place of Assignor in all matters related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee, its successors and assigns, all rights, title and interest in and to the Marks and registrations or applications associated with them, together with the goodwill of the business symbolized by and associated with the Marks and their respective registrations or applications, and together with the right to sue for and recover damages for past

infringement of the Marks and to stand in place of Assignor in all matters related thereto.

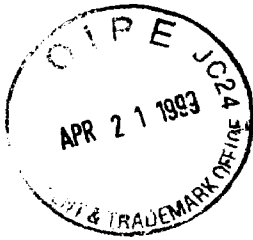
Effective as of April 16, 1999.

GOLDEN BOOKS PUBLISHING COMPANY, INC.

By:   
Title: Philip Galanes  
Senior VP and General Counsel

387010.4

TRADEMARK  
REEL: 1889 FRAME: 0316



Schedule A

United States

Registration Number: 1,682,133  
WHITMAN & DESIGN® (Eagle Logo)

Registration Number: 1,199,542  
OFFICIAL BLUE BOOK OF UNITED STATES COINS®

Registration Number: 1,199,543  
THE OFFICIAL RED BOOK OF UNITES STATES COINS®

Registration Number: 1,715,693  
WHITMAN CLASSIC®

Registration Number: 865,788  
WHITMAN & DESIGN® (Globe Logo)

Registration Number: 869,328  
WHITMAN & DESIGN® (Globe Logo)

Registration Number: 874,728  
WHITMAN®

Benelux

Registration Number: 028,615  
WHITMAN & W Face Design

Canada

Registration Number: 198,214  
WHITMAN

Registration Number: 200,990  
WHITMAN & Globe Design

Registration Number: 201,263  
WHITMAN & W Design

Registration Number: 179,655  
WHITMAN & W Face Design

France

Registration Number: 1,522,393  
WHITMAN & Face Design

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New Zealand

Registration Number: B97,969  
WHITMAN & Globe Design

Sweden

Registration Number: 134,755  
WHITMAN & Clown Design

Switzerland

Registration Number: 379,102  
WHITMAN & Clown Design

Registration Number: 378,827  
WHITMAN & Oval Design

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