



Tab settings 5-20 99

To the Honorable Commissioner of Patents

101042135

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Forbes Family Holdings Inc.,  
formerly Forbes Inc.

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

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

3. Nature of conveyance:

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

Execution Date: \_\_\_\_\_

2. Name and address of receiving party(ies)

Name: American Heritage Inc.

Internal Address: \_\_\_\_\_

Street Address: 60 Fifth Avenue

City: New York State: NY ZIP: 10011

- 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

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

See attached

B. Trademark Registration No.(s)

see attached

Additional numbers attached?  Yes  No

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

Name: MariaRosa Cartolano  
Assistant General Counsel

Street Address: 60 Fifth Avenue

City: New York State: NY ZIP: 10011

6. Total number of applications and registrations involved: 50

7. Total fee (37 CFR 3.41).....\$ 1,265.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

n/a

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

05/24/1999 DMGUYEN 00000175 75324728

DO NOT USE THIS SPACE

FC:401 40.00 DP  
FC:402 1225.00 UP

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.

Terrence O'Connor  
Name of Person Signing

Signature

5/19/99  
Date

Terrence O'Connor  
Vice President  
General Counsel

Total number of pages including cover sheet, attachments, and document: 8

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignments

**Item 4.**

**A. Trademark Applications**

<u>Mark:</u>	<u>Serial No.:</u>
AMERICAN HERITAGE GREAT AMERICAN PLACE AWARD	75/324,728

**B. Trademark Registrations**

<u>Mark:</u>	<u>Registration No.:</u>
AMERICAN HERITAGE WITH EAGLE	628,293
AMERICAN HERITAGE	682,929
AMERICAN HERITAGE	696,460
AMERICAN HERITAGE JUNIOR LIBRARY CIRCULAR WITH EAGLE	712,163
AMERICAN HERITAGE	713,185
CARAVEL	760,984
HORIZON CARAVEL	773,695
ADVENTURES IN HISTORY	796,411
EAGLE DESIGN	859,333
THE MAGAZINE OF HISTORY	860,118
AMERICAN HERITAGE PRESS	918,077
AMERICAN HERITAGE	984,195
AMERICAN HERITAGE	1,038,315
EAGLE DESIGN	1,042,854
HORIZON	1,055,541

AMERICAN HERITAGE COLLECTION WITH EAGLE LOGO IN AN OVAL FRAME	1,203,161
THE AMERICAN HERITAGE COLLECTION	1,206,571
AMERICAN HERITAGE	1,228,959
EAGLE DESIGN	1,231,501
EAGLE DESIGN	1,232,315
AMERICAN HERITAGE	1,258,564
THEN AND NOW (on the Supplemental Register)	1,505,429
AMERICAN HERITAGE	1,585,765
AMERICAN HERITAGE & DESIGN	1,585,767
PERSONAL AFFAIRS	1,586,301
AMERICAN HERITAGE	1,602,187
EAGLE DESIGN	1,607,436
AMERICAN HERITAGE	1,239,629
AMERICAN HERITAGE	1,248,154
AMERICAN HERITAGE	1,322,579
EAGLE DESIGN	1,322,580
AMERICAN HERITAGE OF INVENTION AND TECHNOLOGY	1,404,859
AMERICAN HERITAGE OF INVENTION AND TECHNOLOGY AND GRAPHIC EAGLE	1,401,145
AMERICAN HERITAGE WITH NATURAL EAGLE DESIGN	1,413,320
AMERICAN HERITAGE OF INVENTION AND TECHNOLOGY WITH NATURAL EAGLE LOGO	1,409,381

I&T INVENTION AND TECHNOLOGY	1,817,910
AMERICAN HERITAGE WITH NATURAL EAGLE DESIGN	1,437,252
THE AMERICAN HERITAGE LIBRARY	1,404,913
THE AMERICAN HERITAGE LIBRARY LOGO WITH EAGLE	1,404,927
AMERICAN HERITAGE	1,681,937
EAGLE DESIGN	1,654,294
AMERICAN HERITAGE	1,654,821
AMERICAN HERITAGE COLLECTION & DESIGN	1,783,474
EAGLE DESIGN	1,700,256
AMERICAN HERITAGE COLLECTION & EAGLE DEVICE	2,118,617
CIVIL WAR CHRONICLES (on the Supplemental Register)	1,699,995
INNOVATIVE TEACHING TOOLS	1,900,245
AUDACITY	2,123,668
AMERICAN HERITAGE	1,104,349

ASSIGNMENT OF TRADEMARKS

WHEREAS, FORBES FAMILY HOLDINGS INC., formerly Forbes Inc., of 60 Fifth Avenue, New York, NY, has adopted, used and is using the registered or pending trademarks listed in Exhibit A, attached hereto; and

WHEREAS, AMERICAN HERITAGE INC. of 60 Fifth Avenue, New York, NY, is desirous of acquiring said registered or pending marks;

Now, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said FORBES FAMILY HOLDINGS INC. does hereby assign to the said AMERICAN HERITAGE INC. all right, title, and interest of the said trademarks and goodwill of the business symbolized thereby and with all claims that could be asserted by Assignor arising out of or relating to the use or ownership of said trademarks.

DATE: 5-19-99

FORBES FAMILY HOLDINGS INC.

By:  \_\_\_\_\_

Terrence O'Connor

Vice President – General Counsel

Data/word/assignment of TM AH

## Exhibit A

### A. Trademark Applications

<u>Mark:</u>	<u>Serial No.:</u>
AMERICAN HERITAGE GREAT AMERICAN PLACE AWARD	75/324,728

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AUDACITY	2,123,668
AMERICAN HERITAGE	1,104,349



*State of New York* }  
*Department of State* } *ss:*

*I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.*

*Witness my hand and seal of the Department of State on*

DEC 30 1998



A handwritten signature in black ink, appearing to read "J. Clark", followed by a horizontal line extending to the right.

*Special Deputy Secretary of State*

DOS-1266 (5/96)

TRADEMARK  
REEL: 1891 FRAME: 0136

f 981229000 253

CERTIFICATE OF AMENDMENT  
OF THE CERTIFICATE OF INCORPORATION  
OF  
FORBES INC.

CT-07

CT-07

UNDER SECTION 805 OF THE BUSINESS CORPORATION LAW

\*\*\*\*\*

WE, THE UNDERSIGNED, Terrence O'Connor and Sean P. Hegarty, being respectively the Vice President, General Counsel and the Vice President, Finance & Secretary of Forbes Inc. hereby certify:

- 1. The name of the corporation is Forbes Inc. The name under which the corporation was formed is B.C. FORBES PUBLISHING COMPANY, INCORPORATED.
- 2. The certificate of incorporation of said corporation was filed by the Department of State on the 29th day of June, 1917.
- 3. (a) The certificate of incorporation is amended to change the name of the corporation from FORBES INC. to FORBES FAMILY HOLDINGS INC.

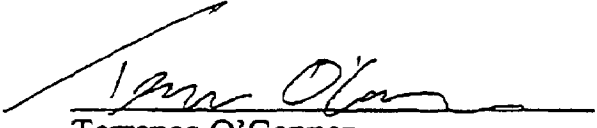
(b) To effect the foregoing, Article First is amended to read as follows:

FIRST: The name of the corporation is FORBES FAMILY HOLDINGS INC.

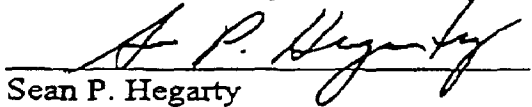
- 4. The amendment was authorized in the following manner:

By unanimous written consent of the Board of Directors, followed by the unanimous written consent of all the shareholders.

IN WITNESS WHEREOF, we have signed this certificate on the 22nd day of December 1998 and we affirm the statements contained herein as true under penalties of perjury.



Terrence O'Connor  
Vice President, General Counsel



Sean P. Hegarty  
Vice President, Finance & Secretary

forbes/restructure/familyholdings(pg.1)

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f981229000253

CERTIFICATE OF AMENDMENT  
OF THE CERTIFICATE OF INCORPORATION  
OF  
FORBES INC.



CT-07 -

Under Section 805 of the Business Corporation Law

1-2  
STATE OF NEW YORK  
DEPARTMENT OF STATE

FILED DEC 29 1998

TAX \$ \_\_\_\_\_

BY: SB

NY

FORBES INC.  
60 FIFTH AVENUE  
NEW YORK, NY 10011

981229000268

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