

MY

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U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



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75580799

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- New
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Document ID # _____
- Correction of PTO Error
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Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year _____
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

- Individual General Partnership Limited Partnership Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

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Name

DBA/AKA/TA

Composed of

Address (line 1)

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City State/Country Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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. (Designation must be a separate document from Assignment.)

05/13/1999 DMSJYEH 00000068 75580799

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01 FC:481 40.00 DP
02 FC:482 25.00 DP

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

212-682-8811

Name

Robert T. Lincoln, Esq.

Address (line 1)

Dunnington, Bartholow & Miller LLP

Address (line 2)

666 Third Avenue

Address (line 3)

27th Floor

Address (line 4)

New York, NY 10017

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/580799

75/584023

Number of Properties

Enter the total number of properties involved.

#

2

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65.00

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

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.

Anne Marie Guglielmo

Name of Person Signing

Anne Marie Guglielmo

Signature

5/7/99

Date Signed

Assignment of Trademark Applications

WHEREAS, McRAND, LLC, a Delaware limited liability company, located at One Westminster Place, Lake Forest, Illinois 60045-1821, has adopted, used and is using the Service Marks for which applications are pending in the United States Patent and Trademark Office and listed herewith.

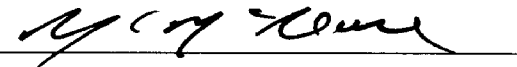
<u>Service Mark</u>	<u>Applications</u>	
	<u>Serial Number</u>	<u>Filing</u>
THE INTERNATIONAL ADVENTURE TRAVEL AND OUTDOOR SHOW	75/584023	November 4, 1998
THE INTERNATIONAL ADVENTURE TRAVEL AND OUTDOOR SHOW (DESIGN)	75/580799	November 4, 1998

WHEREAS, MARIAH MEDIA INC., a Delaware corporation located at 400 Market Street, Santa Fe, New Mexico, 87501, is desirous of acquiring said Service Mark and the pending applications thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said McRAND, LLC does hereby assign, transfer and set over unto said MARIAH MEDIA INC. all right, title and interest in and to the said Service Mark application together with the goodwill of the business connected with the use of and symbolized by the Service Marks, and the above-identified pending applications thereof.

This Assignment is executed at Lake Forest, Illinois this 5th day of May, 1999.

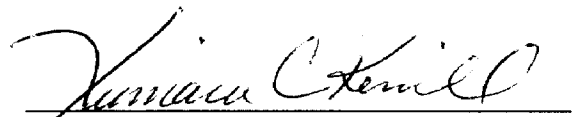
McRAND, LLC

By: 

STATE OF ILLINOIS)
COUNTY OF LAKE)

On this 5th day of May, 1999, before me appeared Michal C. McClure, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of McRand, LLC with authority to do so.





Notary Public