

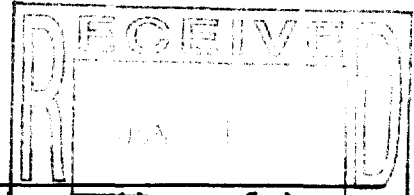
6.1.99

06-04-1999



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY



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 #
- Corrective Document
Reel # Frame #

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

Execution Date
Month Day Year

Name

Formerly

- Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City

State/Country

Zip Code

- 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. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other

Citizenship/State of Incorporation/Organization

06/04/1999 DNGUYEN 00000073 201112 2161128

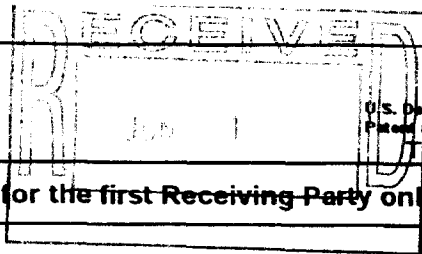
FOR OFFICE USE ONLY

01 FC:441 40.00 CH
02 FC:442 175.00 CH

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 001906 FRAME: 0402



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

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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)

<input type="text" value="75368606"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="2161128"/>	<input type="text" value="1914879"/>	<input type="text" value="1578948"/>
<input type="text" value="2026010"/>	<input type="text" value="1963784"/>	<input type="text"/>
<input type="text" value="1950437"/>	<input type="text" value="1940719"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved. #

Fee Amount

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

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.

Robert T. Scherer
Name of Person Signing

Signature

May 25, 1999
Date Signed

TRADEMARK ASSIGNMENT

This Assignment is made this 25th day of May, 1999, and effective as of the date below, by and between Time Publishing Ventures, Inc. (a Delaware corporation) ("Assignor"), and The Parenting Group Inc. (a Delaware corporation) ("Assignee").

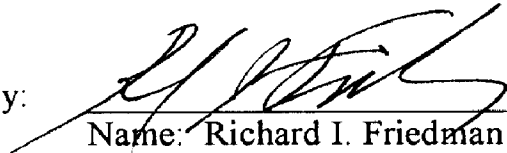
WHEREAS, Assignor is the owner of the trademarks listed in Attachment A hereto (the "Trademarks") and the application and registrations therefor.

WHEREAS, Assignee is desirous of acquiring the Trademarks and the application and registrations therefor.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee all its right, title and interest in and to the Trademarks and the application and registrations therefor, together with the goodwill of the business symbolized by the Trademarks, the portion of the business to which the Trademarks relate and the right to sue for past infringement.

This assignment is effective as of December 31, 1998.

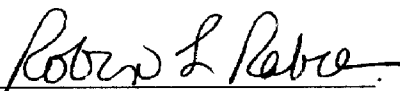
Time Publishing Ventures, Inc.

By: 
Name: Richard I. Friedman
Title: Assistant Secretary

Dated: May 25, 1999

State of New York)
: ss.:
County of New York)

On the 25th day of May, 1999 before me personally came Richard I. Friedman, to me known, who, being by me duly sworn, did depose and say that he is the individual described in and which executed the above instrument; and that he has the authority to execute such instrument.


Notary Public

ROBIN L. RABIE
Notary Public, State of New York
No. 30-4974088
Qualified in Nassau County
Certified in New York County
Commission Expires November 5, 19 2000

Attachment A

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>	<u>Class(es)</u>
MILLENNIUM MOMS	75/368,606	October 6, 1997	16, 41

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Class(es)</u>
PARENTING	1,578,948	January 23, 1990	16
WINTER FUN	1,914,879	August 29, 1995	16
GOOD SPORTS	1,940,719	December 12, 1995	16
A MOTHER'S DAYS	1,950,437	January 23, 1996	16
THE PARENTING TOY HALL OF FAME	1,963,784	March 26, 1996	16
PARENTING	2,026,010	December 24, 1996	42
HEALTHY PREGNANCY	2,161,128	May 26, 1998	16