

06-10-1999



101060482

Docket No.:

25560

05-17-1999

of Pat

attached original documents or copy thereof.

1. U.S. Patent & TMO/TM Mail Rcpt Dt. #34

Leading Authorities, Inc.

- Individual(s)
- General Partnership
- Corporation-State Washington, District of Columbia
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: April 26, 1999

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

Name: American Century Services Corporation

Internal Address:

Street Address: 4500 Main Street

City: Kansas City State: MO ZIP: 64111

Individual(s) citizenship

Association

General Partnership

Limited Partnership

Corporation-State Missouri

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 registration numbers(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,141,102

MRD 5.17.99

Additional numbers attached? Yes No

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

Name: Robert D. Hovey

Internal Address: Hovey, Williams, Timmons & Collins

Street Address: 2405 Grand Boulevard, Suite 400

City: Kansas City State: MO ZIP: 64108

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

19-0522

DO NOT USE THIS SPACE

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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.

Robert D. Hovey

Name of Person Signing

Signature

5/11/99

Date

Total number of pages including cover sheet, attachments, and document: 3

ASSIGNMENT AGREEMENT

This Assignment Agreement is made and entered into as of this 26th day of April, 1999, by and between Leading Authorities, Inc., a corporation of the District of Columbia, located in Washington, D.C. (hereinafter "Assignor"), and American Century Services Corporation, a corporation of Missouri, located in Kansas City, Missouri (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the trademark AMERICAN CENTURY PRESS which it has continuously used since at least as early as December 8, 1997 as a publishing house mark and which mark is presently in use by Assignor; and

WHEREAS, Assignor is the owner of United States Certificate of Registration No. 2,141,102 issued July 5, 1997, and covering the mark AMERICAN CENTURY PRESS for publishing house mark for nonfiction books, nonfiction booklets, and nonfiction newsletters all on a variety of topics, including, business management, inspiration and motivation, creative thinking, contemporary issues, leadership, future trends, politics, communications, health, fitness and lifestyle, and entertainment, which registration is alive and in good standing;

WHEREAS, Assignee desires to obtain from Assignor said mark AMERICAN CENTURY PRESS and the aforementioned registration thereof; and

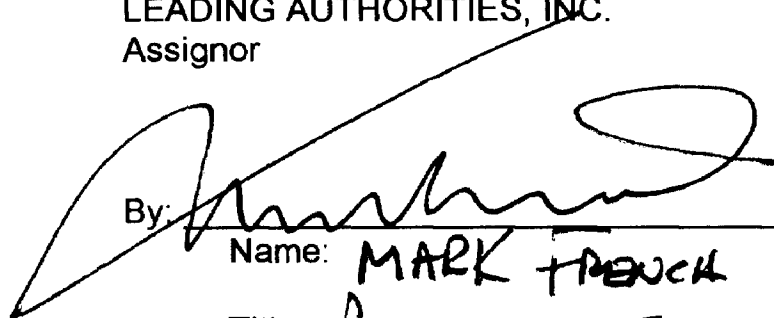
WHEREAS, Assignor hereby warrants that said Registration No. 2,141,102 is alive, in good standing; is owned entirely by Assignor; that the mark has not been abandoned; and is not subject to any assignment, mortgage, liens, licenses, or any other encumbrance which would prevent this transfer of the mark and the registration to Assignee;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee all right, title and interest in and to the mark AMERICAN CENTURY PRESS and the registration thereof, No. 2,141,102, together with the goodwill of the business symbolized by the mark and together with the right to sue for infringement of said mark.

Assignor undertakes and hereby agrees to immediately and hereafter discontinue any and all use of the mark AMERICAN CENTURY in any form or manner whatsoever except that it may exhaust its supply of books on hand (200) entitled "Leapfrogging the Competition" and which bear the mark AMERICAN CENTURY. Assignor shall not object in any way to Assignee's use or registration of the mark AMERICAN CENTURY in any form or manner whatsoever.

IN WITNESS WHEREOF, the Assignor has executed this Assignment Agreement as of the date first above written.

LEADING AUTHORITIES, INC.
Assignor

By: 
Name: MARK FRENCH
Title: PRESIDENT