

1. Name of conveying party(ies): 5.14.99
ARA Publication's, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Missouri
 Other _____

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: July 31, 1998

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

Name: Doane, L.L.C.

Internal Address: _____

Street Address: 11701 Borman Drive, Suite 100

City: St. Louis State: MO ZIP: 63146

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Missouri
 Other _____

If assignee is not domiciled in the United States, a domestic designation is Yes N
 (Designations must be a separate document from
 Additional name(s) & address(es) Yes N

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

A. Trademark Application No.(s)

Additional numbers Yes No

B. Trademark Registration No.(s)

1,878,328

Yes No

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

Name: Lawrence E. Evans, Jr.

Internal Address: Herzog, Crebs & McGhee, LLP

Street Address: 515 N. 6th Street, 24th Floor

City: St. Louis State: MO ZIP: 63101

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:

03-0942

06/09/1999 DNGUYEN 00000311 1878328 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.

Lawrence E. Evans, Jr. [Signature] 5/14/99
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and 2

