



7-9-99

To the Assistant Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

The Employment Guide, L.L.C.

- Individuals(s)
- General Partnership
- Corporation-State
- Other Virginia Limited Liability Company

- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: December 31, 1998

2. Name and address of receiving party(ies)

Name: **Trader Publishing Company**

Internal Address:

Street Address: **100 West Plume Street**

City: **Norfolk** State: **VA** Zip: **23510**

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No N/A

Additional names(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

(**1,687,101; 2,025,076**)

Additional numbers attached? Yes No

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

Name: **Christopher P. Bussert**

Internal Address:

Street Address: **Suite 2800**
1100 Peachtree Street

City: **Atlanta** State: **GA** Zip: **30309-4530**

6. Total number of applications and registrations involved: **2**

7. Total fee (37 CFR 3.41).....\$ **65.00**

Enclosed

Authorized to be charged to deposit account

The Commissioner is authorized to charge any deficiency in the required fee or credit any over payment to Deposit Account No. 11-0860.

8. Deposit account number:

DO NOT USE THIS SPACE

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.

Christopher P. Bussert
Name of Person Signing

Signature

Date

7/7/99

Total number of pages including cover sheet, attachments, and document: **2**

07/14/1999 DNGUYEN 00000386 1687101

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

NUNC PRO TUNC ASSIGNMENT

WHEREAS, The Employment Guide, L.L.C., a limited liability company of the Commonwealth of Virginia, has adopted and used continuously in its business the trademark THE EMPLOYMENT GUIDE and Design for newspapers and THE AUTOMOTIVE GUIDE and Design for newspapers (collectively, the "Marks"); and

WHEREAS, The Employment Guide, L.L.C. is the owner of federal registrations for the Marks: THE EMPLOYMENT GUIDE and Design, U.S. Registration No. 1, 687,101, dated May 12, 1992 and THE AUTOMOTIVE GUIDE and Design, U.S. Registration No. 2,025,076, dated December 24, 1996 (collectively, the "Registrations"); and

WHEREAS, Trader Publishing Company, a general partnership of the Commonwealth of Virginia, having a place of business at 100 West Plume Street, Norfolk, Virginia 23510 is desirous of obtaining said Marks and Registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, The Employment Guide, L.L.C., hereby assigns unto said Trader Publishing Company any and all right, title and interest in and to said Marks and Registrations, together with the goodwill of the business in connection with which the Marks are used, and all rights of action and claims for recovery, including the recovery of damages that The Employment Guide, L.L.C. has with respect thereto, effective *nunc pro tunc* as of December 31, 1998.

Trader Publishing Company

The Employment Guide, L.L.C.

By: George Brooks
Name: George Brooks
Title: Executive Vice President

By: Britton A. Reid
Name: Britton A. Reid
Title: President