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FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

07-27-1999

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



101104069

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

Merger
Effective Date
Month Day Year

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

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

07/26/1999 DMSUYEN 00000134 75637974

01 FC:481 40.00 DP

02 FC:482 50.00 DP

FOR OFFICE USE ONLY

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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: 001934 FRAME: 0117

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="75637974"/>	<input type="text" value="75640090"/>	<input type="text"/>	<input type="text" value="1997054"/>	<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"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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:

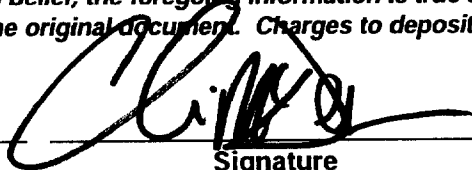
Yes

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.

Christopher D. McDemus



7/19/99

Name of Person Signing

Signature

Date Signed

ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

WHEREAS, Market Development, Inc., a California corporation ("MDI"), having an address of 600 B Street, Suite 1600, San Diego, California 92101-4506, has used and is using in its business the following trademarks/service marks set forth in Exhibit "A" attached hereto;

WHEREAS, Taylor Nelson AGB Operations, Inc., a Delaware corporation ("Buyer"), having an address of 410 Horsham Road, P.O. Box 189, Horsham, PA 19044, is desirous of acquiring all right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks and the registrations thereof and applications therefor as set forth in Exhibit "A" attached hereto;

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark Office, and other appropriate Patent and Trademark Offices.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, MDI hereby assigns to Buyer all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the said marks, and the registrations thereof and applications therefor as set forth in Exhibit "A", and all rights to damages and profits, due or accrued, arising out of past infringements of said trademarks/service marks, and the right to sue for and recover the same.

MARKET DEVELOPMENT, INC.

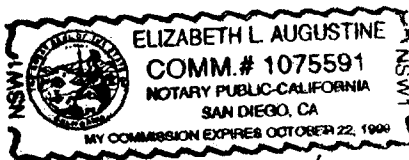
By:

Loretta Adams
Loretta Adams
President

Dated: June 25, 1999

STATE OF CALIFORNIA :
COUNTY OF SAN DIEGO : SS

Sworn to and subscribed
before me this 25th day
of June, 1999.



Elizabeth L. Augustine
NOTARY PUBLIC

EXHIBIT "A"

SCHEDULE OF TRADEMARKS/SERVICE MARKS

Registered Marks

- "MDI" - Registered on August 27, 1996, U.S. Trademark Registration No. 1,997,054.

Application Pending Marks

- "HISPANIC COPY-TRAC" - Filed on February 11, 1999, U.S. Trademark Application Serial Number 75/637,974; and
- "HISPANIC QUICK-TRAC" - Filed on February 11, 1999, U.S. Trademark Application Serial Number 75/640,090.