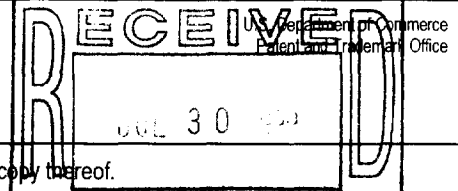


MD 7-30-99

08-03-1999



COVER SHEET ONLY



To the Honorable Commissioner of F 101108306

1 original documents or copy thereof.

1. Name of conveying party(ies):  
Pleasant Company Publications

Individual(s)  Association  
 General Partnership  Limited Partnership  
 Corporation-State - Wisconsin  
 Other \_\_\_\_\_

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

2. Name and Address of receiving party(ies)

Name: PLEASANT COMPANY  
 Address: 8400 Fairway Place  
 Middleton, Wisconsin 53562

3. Nature of conveyance:

Assignment  Merger  
 Security Agreement  Change of Name  
 Other \_\_\_\_\_

Execution Date: July 26, 1999

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation- Wisconsin  
 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 number(s):

A. Trademark Application No.(s)  
 Application Serial No. 75/603,730 (DAUGHTERS)

Additional numbers attached?  Yes  No

B. Trademark Registration No.(s)

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

Felicia G. Traub, Esq.  
 Cowan, Liebowitz & Latman, P.C.  
 1133 Avenue of the Americas  
 New York, NY 10036-6799

6. Total number of applications and registrations involved: 1

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

Enclosed

Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

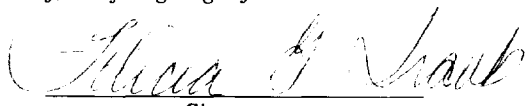
8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

08/02/1999 DNGUYEN 00100262 75603730  
 01 FC:481 40.00 DP

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.*

Felicia G. Traub  7 30 99  
 Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments, and document: 8

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm.335, Washington, D.C. 20231

**TRADEMARK ASSIGNMENT**

WHEREAS, Pleasant Company Publications, a Wisconsin corporation with a principal place of business at 8400 Fairway Place, Middleton, Wisconsin 53562-2554 ("Assignor"), is the owner by assignment of the Tennessee State registration and federal application thereof, set forth in the attached Schedule (the "Trademark"); and

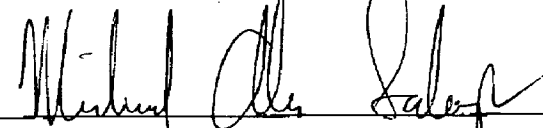
WHEREAS, Pleasant Company, a Wisconsin corporation with a principal place of business at 8400 Fairway Place, Middleton, Wisconsin 53562-2554 ("Assignee"), is desirous of acquiring all of Assignor's common law and statutory right, title and interest in and to the Trademark, including the scheduled Tennessee State registration and federal application thereof, in the United States of America and its territories and possessions;

NOW THEREFORE, in consideration of US\$ 1 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's right, title and interest in and to the Trademark, including the scheduled registration and application thereof, together with the goodwill of the businesses symbolized by the Trademark being assigned, in the United States, its territories and possessions, and all causes of action for any and all past infringements of the rights being assigned and the right to collect and retain the proceeds therefrom.

Assignor hereby requests that the United States Assistant Commissioner for Trademarks record the Trademark as the property of Assignee and issue in the name of Assignee all registrations maturing from pending federal applications filed by Assignor.

Dated: July 26, 1999

PLEASANT COMPANY PUBLICATIONS

By: 

Name: Michael Alan Salop

Title: Vice President, Finance

[CORPORATE SEAL]

**NOTARIAL ACKNOWLEDGEMENT**

COUNTY OF DANE )  
STATE OF WISCONSIN )ss.:  
UNITED STATES OF AMERICA )

On this 26th day of July, 1999, before me personally appeared Michael Alan Salop to me known, who being by me duly sworn, did depose and say that (s)he is an officer of Pleasant Company Publications, the corporation described in and which executed the within trademark assignment; that (s)he knows the seal of said corporation; that the seal affixed to the within trademark assignment is such corporate seal; and that it was so affixed by order of the Board of Directors of said corporation.

*Menzi Behrend-Klodt*  
Notary Public

My commission is permanent.

**SCHEDULE**

Trademark

Registration No.

Date

DAUGHTERS & Design

Tennessee State  
(no number assigned-  
see attachment)

May 5, 1998

DAUGHTERS

U.S. Application No.  
75/603,730

December 11, 1998