

MAY 7-30-99

08-03-1999

U.S. Department of Commerce
Patent and Trademark Office

SHEET



To the Honorable Commissioner of Patents and Trademarks

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Documents or copy thereof.

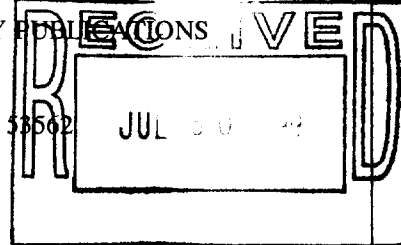
1. Name of conveying party(ies):
Hoos Communications, Inc.

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

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

2. Name and Address of receiving party(ies)

Name: PLEASANT COMPANY PUBLICATIONS
Address: 8400 Fairway Place
Middleton, Wisconsin 53502



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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: July 26, 1999

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

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

B. Trademark Registration No.(s)

Additional numbers attached? Yes No

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)

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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
Name of Person Signing

Felicia G. Traub
Signature

7-30-99
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, Hoos Communications, Inc., a Tennessee corporation having its principal place of business at 1808 Ashwood Avenue, Nashville, Tennessee 37212 ("Assignor"), has adopted, used and is using the trademark, and is the owner of the Tennessee State registration and federal application thereof, set forth in the attached Schedule (the "Trademark"); and

WHEREAS, Pleasant Company Publications, 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

HOOS COMMUNICATIONS, INC.

By: Catharine B. Waller

Name: Catharine B. Waller

Title: Vice President / Corporate Secretary

[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 Catharine B. Waller to me known, who being by me duly sworn, did depose and say that (s)he is an officer of Hoos Communications, Inc., 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.

Menzel Bernd-Kloas

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