

08-06-1999



101112530

Form PTO-1594 (Rev. 6-93)

RECORD COVER SHEET

U.S. DEPARTMENT OF COMMERCE

OMB No. 0651-0011 (exp. 4/94)

TRADEMARKS ONLY

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof

<p>1. Name of conveying party(ies): Motorbooks International, a division of The Chronicle Publishing Company 729 Prospect Avenue, P.O. Box 1 Osceola, Wisconsin 54020</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association <input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation: <u>State of Nevada</u> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies): MBI Publishing Company PO Box 1 729 Prospect Avenue Osceola, WI 54020</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association <input type="checkbox"/> General Partnership              <input checked="" type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation: <u>State of Nevada</u> <input type="checkbox"/> Other _____</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: March 11, 1998</p>	<p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input type="checkbox"/> No (Designations must be a separate document from assignment)</p>

4. A. Trademark Application No(s).	B. Trademark Registration No(s). 2,203,626
------------------------------------	---

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Stephen C. Lee Faegre &amp; Benson, LLP 2200 Norwest Center 90 South Seventh Street Minneapolis, Minnesota 55402</p>	<p>6. Total number of applications and registrations involved: <u>1</u></p>
	<p>7. Total fee (37 CFR 3.41).....\$40.00 <input checked="" type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Authorized to be charged to deposit account for underpayment</p> <p>8. Deposit Account number: 060029</p>

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and believe, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Stephen C. Lee \_\_\_\_\_  
Name of person signing                      Signature                      Date Jul 30 1999

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents and Trademarks, Box Assignments  
Washington, D.C. 20231

17295-203452

08/05/1999 DNGUYEN 0000253 2203626

01 FC:481

40.00 09

M2:20258671.01

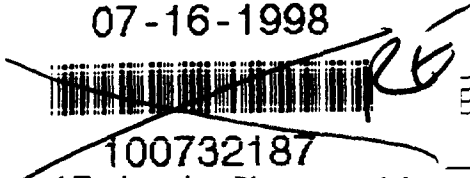
CORRECTIVE

TRADEMARK  
REEL: 001939 FRAME: 0634

MRP  
7-15-98

07-16-1998

481-40



Form PTO-1594 (Rev. 6-93)

RECOR

ET

U.S. DEPARTMENT OF COMMERCE

OMB No. 0651-0011 (exp. 4/94)

100732187

Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original document or copy thereof

1. Name of conveying party(ies):  
 Motorbooks International, a division of The Chronicle  
 Publishing Company  
 729 Prospect Avenue, P.O. Box 1  
 Osceola, Wisconsin 54020

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation: State of Arizona  
 Other \_\_\_\_\_

MRP  
7-15-98

2. Name and address of receiving party(ies):  
 MBI Publishing Company  
 PO Box 1  
 729 Prospect Avenue  
 Osceola, WI 54020

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation: State of Arizona  
 Other \_\_\_\_\_

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

3. Nature of conveyance:

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

Execution Date: March 11, 1998

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)

4. A. Trademark Application No(s).  
 75/275,344

TM

B. Trademark Registration No(s).

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

Stephen C. Lee  
 Faegre & Benson, LLP  
 2200 Norwest Center  
 90 South Seventh Street  
 Minneapolis, Minnesota 55402

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 for underpayment

8. Deposit Account number: 060029

DO NOT USE THIS SPACE

9. Statement and signature.  
*To the best of my knowledge and believe, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Stephen C. Lee  
 Name of person signing

[Signature]  
 Signature

40.00  
7/15/98  
 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to  
 Commissioner of Patents and Trademarks, Box Assignments

17295-203452

Washington, D.C. 20231

CORRECTIVE

TRADEMARK  
 REEL: 001939 FRAME 0635

0000007 75275344  
 07/17/1998 110M11  
 FC:401

## Federal Trademark Assignment

WHEREAS, Motorbooks International, a division of The Chronicle Publishing Company, with principal place of business at 729 Prospect Avenue, P.O. Box 1, Osceola, Wisconsin 54020 ("Assignor"), is the owner of certain rights with respect to the trademarks for which applications were filed with the U.S. Patent and Trademark Office ("Marks"):

"BICYCLE BOOKS" (Serial No. 75/275,190)

"CYCLE PRO" (Serial No. 75/275,344)

"POWERTECH" (Serial No. 75/277,684)

"THE GREATEST BOOKS ON TWO WHEELS" (Serial No. 75/279,416)

WHEREAS, since the time of the filing of these applications for the Marks, Assignor, through its parent company Chronicle Publishing Company, has incorporated a business pursuant to the laws of the State of Nevada under the name MBI Publishing Company having an address at 729 Prospect Avenue, P.O. Box 1, Osceola, Wisconsin 54020 ("Assignee");

WHEREAS, Assignor was a division of The Chronicle Publishing Company and Assignee is now a wholly-owned subsidiary of The Chronicle Publishing Company;

WHEREAS, Assignor wishes to assign all right, title and interest it may have in the Marks and the applications to the Assignee together with any other business interests and goodwill associated with the Marks and the applications;

WHEREAS, Assignor and Assignee wish to confirm said assignment of rights;

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns and transfers to the Assignee its entire right, title, and interest in and to the Marks and applications, together with any business interests and good will associated with the Marks and applications, and the right to recover for past infringement of the Marks.

Assignor

MOTORBOOKS INTERNATIONAL  
(a division of The Chronicle Publishing Company)

Signature: *W. Ronald Ingram*

Name: W. Ronald Ingram

Position: Secretary of The Chronicle Publishing Company

Date: March 6, 1998

Assignee

MBI PUBLISHING COMPANY  
(a wholly-owned subsidiary of The Chronicle Publishing Company)

Signature: \_\_\_\_\_

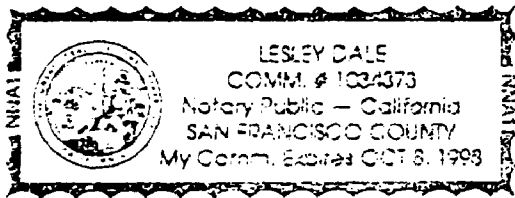
Name: Tim Parker

Position: President of MBI Publishing Company

Date: \_\_\_\_\_

STATE OF CALIFORNIA )  
  ) ss.  
COUNTY OF San Francisco)

The foregoing instrument was acknowledged before me this 6th day of March, 1998, by W. Ronald Ingram, an individual.



*Lesley Dale*  
Notary Public

STATE OF WISCONSIN )  
  ) ss.  
COUNTY OF \_\_\_\_\_)

The foregoing instrument was acknowledged before me this \_\_\_\_ day of March, 1998, by Tim Parker, an individual.

\_\_\_\_\_  
Notary Public

Assignor

MOTORBOOKS INTERNATIONAL  
(a division of The Chronicle Publishing  
Company)

Signature: \_\_\_\_\_

Name: W. Ronald Ingram

Position: Secretary of The Chronicle  
Publishing Company

Date: \_\_\_\_\_

Assignee

MBI PUBLISHING COMPANY  
(a wholly-owned subsidiary of  
The Chronicle Publishing Company)

Signature: 

Name: Tim Parker

Position: President of MBI  
Publishing Company

Date: 3/11/98

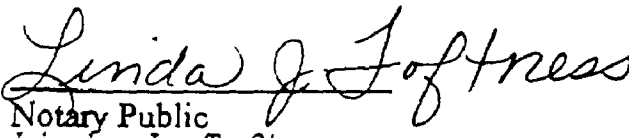
STATE OF CALIFORNIA )  
  ) ss.  
COUNTY OF \_\_\_\_\_ )

The foregoing instrument was acknowledged before me this \_\_\_\_ day of  
March, 1998, by W. Ronald Ingram, an individual.

\_\_\_\_\_  
Notary Public

STATE OF WISCONSIN )  
  ) ss.  
COUNTY OF POLK )

The foregoing instrument was acknowledged before me this 11th day of  
March, 1998, by Tim Parker, an individual.



Notary Public  
Linda J. Toftness  
My commission expires June 6, 1999

M2.20156225.01

# The United States of America



## CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

*The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.*

*The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office, that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks, and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.*

*A copy of the Mark and pertinent data from the application are a part of this certificate.*

*This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.*



*Bence Lehman*

Commissioner of Patents and Trademarks

# Maintenance Requirements

**Section 8:** This registration will be cancelled after six (6) years by the Commissioner of Patents and Trademarks, *UNLESS, before the end of the sixth year following the date of registration shown on this certificate*, the registrant files in the U.S. Patent and Trademark Office an affidavit of continued use as required by Section 8 of the Trademark Act of 1946, 15 U.S.C. §1058, as Amended. **It is recommended that the Registrant contact the Patent and Trademark Office approximately five years after the date shown on this registration to determine the requirements and fees for filing a Section 8 affidavit that are in effect at that time.** Currently a fee and a specimen showing how the mark is used in commerce are required for *each* international class of goods and/or services identified in the certificate of registration and both must be enclosed with the affidavit.

**Section 9:** This registration will expire by law after ten (10) years, *UNLESS, before the end of the tenth year following the date of registration shown on this certificate*, the registrant files in the U.S. Patent and Trademark Office an application for renewal of the registration as required by Section 9 of the Trademark Act of 1946, 15 U.S.C. §1059, as Amended. **It is recommended that the Registrant contact the Patent and Trademark Office approximately nine years after the date shown on this registration to determine the requirements and fees for filing a Section 9 application for renewal that are in effect at that time.** Currently a fee and a specimen showing how the mark is used in commerce are required for *each* international class of goods and/or services identified in the certificate of registration and both must be enclosed with the application for renewal.

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,203,626

**United States Patent and Trademark Office**

Registered Nov. 17, 1998

**TRADEMARK  
PRINCIPAL REGISTER**

**CYCLE PRO**

MOTORBOOKS INTERNATIONAL (NEVADA  
CORPORATION)  
729 PROSPECT AVENUE  
P.O. BOX 1  
OSCEOLA, WI 54020

FOR: SERIES OF NON-FICTION BOOKS IN  
THE FIELDS OF MOTORCYCLES AND BICY-  
CLES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37,  
38 AND 50).

FIRST USE 10-0-1996; IN COMMERCE  
10-0-1996.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "CYCLE", APART FROM THE  
MARK AS SHOWN.

SER. NO. 75-275,344, FILED 4-15-1997.

SHAUNIA WALLACE, EXAMINING ATTOR-  
NEY





UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office

ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

JULY 17, 1998

PTAS

FAEGRE & BENSON LLP  
STEPHEN C. LEE  
2200 NORWEST CENTER  
90 SOUTH SEVENTH STREET  
MINNEAPOLIS, MN 55402



\*100732187A\*

~~7701~~ ~~200488~~  
203452  
Cycle Pro

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/15/1998

REEL/FRAME: 1728/0083, *YAB*  
NUMBER OF PAGES: 5

BRIEF: "DOCUMENT PREVIOUSLY RECORDED AT REEL 1704, FRAME 0676 CONTAINED AN ERROR IN PROPERTY NUMBER 75277344. DOCUMENT RERECORDED TO CORRECT ERROR ON STATED REEL".

ASSIGNOR:

MOTORBOOKS INTERNATIONAL, A  
DIVISION OF THE CHRONICLE  
PUBLISHING COMPANY

DOC DATE: 03/11/1998  
CITIZENSHIP: ARIZONA  
ENTITY: CORPORATION

ASSIGNEE:

MBI PUBLISHING COMPANY  
729 PROSPECT AVENUE  
P.O. BOX 1  
OSCEOLA, WISCONSIN 54020

CITIZENSHIP: ARIZONA  
ENTITY: CORPORATION

APPLICATION NUMBER: 75275344  
REGISTRATION NUMBER:

FILING DATE: 04/15/1997  
ISSUE DATE:

MARK: CYCLE PRO

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

MAURICE CARTER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS