



08-10-1999

08-04-1999

U.S. Patent & TMO/TM Mail Rpt Dt. #11



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### 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  
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Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

#### Conveyance Type

- Assignment  License
  - Security Agreement  Nunc Pro Tunc Assignment
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
07 14 99

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name National Sporting Goods Association

07 14 99

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other Not-for-profit corporation

Citizenship/State of Incorporation/Organization Missouri

#### Receiving Party

Mark if additional names of receiving parties attached

Name Miller Freeman, Inc.

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 600 Harrison Street

Address (line 2) \_\_\_\_\_

Address (line 3) San Francisco

California

94111

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership

Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Delaware

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.)

#### FOR OFFICE USE ONLY

08/10/1999 DCOATES 00000090 1003002

FC:401 40.00 OP  
FC:402 50.00 OP

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**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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,883,882"/>	<input type="text" value="2,081,177"/>	<input type="text" value="1,864,898"/>
<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.

Susan L. Heller

Name of Person Signing

*Susan L. Heller*

Signature

August 4, 1999

Date Signed

## TRADEMARK ASSIGNMENT

WHEREAS, the National Sporting Goods Association, a Missouri not-for-profit corporation having an address at 1699 Wall Street, Mt. Prospect, IL 60065-5780 ("Assignor") is the owner of certain service marks, trademarks, trade names, logos, applications and registration relating to the businesses of Assignor and listed on Exhibit A hereto (together, the "Marks");

WHEREAS, Miller Freeman, Inc., a Delaware corporation having its principal offices at 600 Harrison Street, San Francisco, CA 94107 ("Assignee") wishes to acquire said Marks in connection with its acquisition of the businesses to which the Marks pertain;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors assign to Assignee all of their right, title and interest in and to the Marks, any applications and registrations thereof and the portion of the business to which the Marks pertain (including, without limitation, the right to sue for past infringements), together with the goodwill of the business symbolized by said Marks.

Assignor represents and warrants to Assignee that it shall not register or seek to register any of the Marks, or any service mark, trademark, trade name or logo which is confusingly similar to any of the Marks, anywhere in the world provided, however, that Assignor retains rights to the separate mark "NSGA" apart from the Marks and to seek registration of such mark separately or in connection with any other term so long as the total mark is not confusingly similar to the Marks.

Assignor has caused this Trademark Assignment to be executed and delivered this 14<sup>th</sup> day of July, 1999.

NATIONAL SPORTING GOODS ASSOCIATION

By: James L. Falterick  
Title: President & CEO

**EXHIBIT A**

**MARKS**

Tradenames and Common Law Marks

WORLD SPORTS EXPO

U.S. Federally Registered Marks

<u>Mark</u>	<u>Registration Number</u>	<u>Date Registered</u>
NSGA WORLD SPORTS EXPO and Design	No. 1,883,882	3/14/95
NSGA WORLD SPORTS EXPO and Design	No. 2,081,177	7/22/97
THE WORLD OF LICENSED PRODUCTS SHOW	No. 1,864,898	11/29/94

Illinois State Registered Marks

<u>Mark</u>	<u>Registration Number</u>	<u>Date Registered</u>
NSGA WORLD SPORTS EXPO	No. 74,022	2/8/94
THE WORLD OF LICENSED PRODUCTS SHOW	No. 74,028	2/8/94

STATE OF Illinois )

) ss:

COUNTY OF DuPage )

On July 14, 1999, before me, the undersigned Notary Public in and for said State, personally appeared James L. Falterick personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal in the County of DuPage on the date set forth in this certificate.

William H Webb, Jr.  
Notary's Signature

My Commission Expires: \_\_\_\_\_

