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U.S. Department of Commerce  
Patent and Trademark Office

RECORDATION  
TRADE



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

<p>1. Name of conveying party(ies):</p> <p>Name: PRIMEDIA Magazine Finance Inc.</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-State (Delaware)</p> <p><input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and Address of receiving party(ies)</p> <p>Name: PRIMEDIA Special Interest Publications, Inc.</p> <p>Address: 2 News Plaza Peoria, Illinois 61614</p> <p><input type="checkbox"/> Individual(s) citizenship _____</p> <p><input type="checkbox"/> Association _____</p> <p><input type="checkbox"/> General Partnership _____</p> <p><input type="checkbox"/> Limited Partnership _____</p> <p><input checked="" type="checkbox"/> Corporation-State <u>Delaware</u></p> <p><input type="checkbox"/> Other: _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment)</p> <p>Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Name</p> <p><input type="checkbox"/> Other _____</p> <p>Execution Date: <u>August 9, 1999</u></p>	

4. Application number(s) or registration number(s):	
A. Trademark Application No.(s)	B. Trademark Registration No.(s)
	2,254,593
Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Deborah K. Squiers Cowan, Liebowitz &amp; Latman, P.C. 1133 Avenue of the Americas New York, NY 10036-6799</p>	<p>6. Total number of applications and registrations involved: <u>1</u></p> <p>7. Total fee (37 CFR 3.41)..... \$ <u>40.00</u></p> <p><input checked="" type="checkbox"/> Enclosed</p> <p><input checked="" type="checkbox"/> Any deficiency is authorized to be charged to Deposit Account No. 03-3415.</p> <p>8. Deposit Account No. <u>03-3415</u></p> <p>(Attach duplicate copy of this page if paying by deposit account)</p>
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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.*

08/18/1999 NTHAI1 00000329 2254593 Deborah K. Squiers August 13, 1999

01 FC:481 Deborah K. Squiers 40.00 (P) \_\_\_\_\_ Signature \_\_\_\_\_ Date

Total number of pages including cover sheet, attachments, and document: 3

Mail to: Commissioner of Patents & Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 9<sup>th</sup> day of August, 1999 between PRIMEDIA Magazine Finance Inc., a corporation organized and existing under the laws of Delaware with its principal place of business at 717 Fifth Avenue, New York, New York 10022 ("Assignor") and PRIMEDIA Special Interest Publications, Inc., a corporation organized and existing under the laws of Delaware with its principal place of business at No. 2 News Plaza, Peoria, Illinois 61614 ("Assignee").

WHEREAS, Assignor has adopted and used in the United States the trademark BASKETBALL NEWS and is the owner of the Registration Number 2,254,593, (the "Trademark"); and

WHEREAS, Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademark and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademark, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademark, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

PRIMEDIA Magazine Finance Inc.

By: Ann M. Riposanu

Name: Ann M. Riposanu

Title: Assistant Secretary

UNITED STATES

NOTARIAL ACKNOWLEDGEMENT

STATE OF New York )  
 )ss.:  
COUNTY OF New York )

On the 9<sup>th</sup> day of August, 1999, before me personally came Ann M. Ripesanu, to me known, who being by me duly sworn, did depose and say that he/~~she~~ is Assistant Secretary of PRIMEDIA Magazine Finance Inc., the corporation described in and which executed the foregoing instrument; and that he/she signed his/her name thereto by order of the Board of Directors.

[Notarial Seal]

  
Notary Public

JASON OH  
Notary Public, State of New York  
No. 01OH5085430  
Qualified in New York County  
Commission Expires Sept. 22, 1999