

09-20-1999

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

9/16/99



101148398

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  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year  
Jan. 21, 1999
- Merger
- Change of Name
- Other Release of Assignment and Security Interest in Trademarks

Conveying Party

Mark if additional names of conveying parties attached  
Execution Date  
Month Day Year  
Jan 21, 1999

Name First Union National Bank, as Administrative Agent

Formerly f/k/a First Union National Bank of North Carolina

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other a banking association
- Citizenship/State of Incorporation/Organization \_\_\_\_\_

Receiving Party

Mark if additional names of receiving parties attached

Name Petersen Publishing Company, L.L.C.

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

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

Address (line 1) 6420 Wilshire Boulevard

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

Address (line 3) Los Angeles City California State/Country 90048 Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other limited liability company
- 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

09/17/1999 BHG/VEH 0000003 75236279

01 FC:481  
02 FC:482

40.00 DP

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20521

TRADEMARK  
REEL: 001959 FRAME: 0825

**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" value="75/236279"/>	<input type="text" value="75/345290"/>	<input type="text" value="75/426415"/>	<input type="text" value="572151"/>	<input type="text" value="789364"/>	<input type="text" value="1357412"/>
<input type="text" value="75/288469"/>	<input type="text" value="75/423613"/>	<input type="text" value="75/426334"/>	<input type="text" value="681508"/>	<input type="text" value="1009579"/>	<input type="text" value="1617573"/>
<input type="text" value="75/345405"/>	<input type="text" value="75/426335"/>	<input type="text" value="75/426511"/>	<input type="text" value="712636"/>	<input type="text" value="1024658"/>	<input type="text" value="1598508"/>

**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.

Michael A. Parks  
Name of Person Signing

*Michael A. Parks*  
Signature

9/13/99

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0851-0027

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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**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)**

75/426512	<input type="text"/>	<input type="text"/>
75/426942	<input type="text"/>	<input type="text"/>
75/190950	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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1698439	1835875	<input type="text"/>
1617573	<input type="text"/>	<input type="text"/>
1743913	<input type="text"/>	<input type="text"/>
1782749	<input type="text"/>	<input type="text"/>
1789697	<input type="text"/>	<input type="text"/>
1608729	<input type="text"/>	<input type="text"/>
2010270	<input type="text"/>	<input type="text"/>

**TRADEMARK  
REEL: 001959 FRAME: 0827**

**SCHEDULE A**

**TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
HOT ROD (Stylized Letters) (Class 16)	572,151	3/17/53
TRUE (Stylized Letters) (Class 16)	681,508	7/7/59
MISS TEEN-AGE AMERICA (Class 41)	712,636	3/14/61
'TEEN (Stylized Letters) (Class 16)	789,364	5/11/65
MISS TEENAGE AMERICA (Class 35)	1,009,579	4/29/75
SPORT (Stylized Letters) (Class 16)	1,024,658	11/11/75
BICYCLE GUIDE (Class 16)	1,357,412	8/27/85
SASSY (Stylized Letters) (Class 16)	1,617,573	10/16/90
SASSY (Class 16)	1,598,508	5/29/90
SASSY (Class 28)	1,698,439	6/3/92
SASSY (LOGO) (Class 16)	1,617,573	10/16/90
SASSY (Class 16)	1,743,913	12/29/92
SASSY (Stylized Letters) (Class 25)	1,782,749	7/20/93

C-503500-011 13129 00013

**TRADEMARK  
REEL: 001959 FRAME: 0828**

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
GREAT MODEL SEARCH (Class 41)	1,789,697	8/24/93
MES FILLES POUR SASSY (Class 3)	1,608,729	8/7/90
ALL ABOUT YOU! (Class 16)	2,010,270	10/22/96
NATIONAL MUSCLE CAR ASSOCIATION (Class 200)	1,835,875	5/10/94

**STATE TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Registration No./State</u>	<u>Registration Date</u>
HOT ROD (Class 16)	33,261 California	7/24/50
GREAT MODEL SEARCH (Class 41)	16,486 California	5/16/83

**TRADEMARK APPLICATIONS**

<u>Mark</u>	<u>Serial No./ Filing Date</u>
WATER CRAFT POWER	75/236279 2/4/97
MXRACER	75/288469 5/8/97
TEEN (word mark)	75/345405 8/22/97
TEEN (stylized)	75/345290 8/22/97

C-503500v01 13129 00013

**TRADEMARK  
REEL: 001959 FRAME: 0829**

<u>Mark</u>	<u>Serial No./ Filing Date</u>
TEEN PEOPLE A MAGAZINE SPECIAL FROM THE EDITORS OF TEEN	75/423613
TEEN'S ENTERTAINMENT '98	75/426335
SPORT PEOPLE	75/426415
PEOPLE TEEN	75/426334
TEEN IN STYLE	75/426511
TEEN ENTERTAINMENT	75/426512
TEEN SPORT	75/426942
NATIONAL IMPORT RACING ASSOCIATION	75/190950

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**TRADEMARK**  
**REEL: 001959 FRAME: 0830**

**RELEASE OF  
COLLATERAL ASSIGNMENT OF  
AND  
SECURITY INTEREST IN  
TRADEMARKS**

**WHEREAS**, PETERSEN PUBLISHING COMPANY, L.L.C. (the "Grantor") is the owner of the trademarks and service marks listed on Schedule A attached hereto, which marks are registered or have pending registrations in the United States Patent and Trademark Office as set forth on Schedule A attached hereto (all such trademarks, service marks, registrations and applications, collectively, the "Trademarks"); and

**WHEREAS**, in order to secure certain indebtedness, the Grantor entered into a Security Agreement (as amended, modified, restated or supplemented from time to time, the "Security Agreement"), dated as of March 31, 1998, in favor of First Union National Bank, as Administrative Agent (the "Grantee"), with offices at One First Union Center, 301 South College Street, Charlotte, North Carolina 28288-0735, and pursuant thereto executed and delivered a Collateral Assignment and Grant of Security Interest in Trademarks (the "Short Form Security Agreement"), as recorded in the United States Patent and Trademark Office at Reel 1725, Frame 405, on April 10, 1998, pursuant to which Grantor collaterally assigned to Grantee, and granted to Grantee a security interest in, according to the terms of the Security Agreement, all of its right, title and interest in and to the Trademarks;

**WHEREAS**, the indebtedness secured by the Security Agreement has been paid and satisfied in full, and Grantee desires to release its assignment of and security interest in the Trademarks;

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantee does hereby release and relinquish, and does hereby reassign to Grantor, without representation or warranty, all of Grantee's right, title and interest in and to the Trademarks, and the use thereof, together with all proceeds and products thereof, and the goodwill of the businesses symbolized by the Trademarks, and does hereby agree that the filing of the Short Form Security Agreement in the United States Patent and Trademark Office as aforesaid may be removed of record.

**FIRST UNION NATIONAL BANK, as  
Administrative Agent**

By: 

Title: Vice President

Date: January 21, 1999

C-563676-01.13129.00013

**RECORDED: 09/16/1999**

**TRADEMARK  
REEL: 001959 FRAME: 0831**