

06-17-1999



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4.10.99

### 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
  - Merger  Change of Name
  - Other
- Effective Date  
Month Day Year

#### Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date   
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name  11-21-1999

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)



101171856

Adjustment date: 06/06/1999 NTHA11  
06/11/1999 NTHA11 00000266 687250  
03 FC:998

Individual  General Partnership  Limited Partnership  Corporation  Association

City  State/Country  Zip Code

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.)

Citizenship/State of Incorporation/Organization

06/11/1999 NTHA11 00000266 687250

01 FC:481 40.00 OP  
02 FC:482 75.00 OP  
03 FC:998 5.00 OP

#### FOR OFFICE USE ONLY

Refund Total: \$120.00

000004324  
NTHA11  
0000052 687250

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

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

**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)**

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<input type="text" value="1744508"/>	<input type="text" value="1965203"/>	<input type="text"/>
<input type="text" value="1745772"/>	<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:

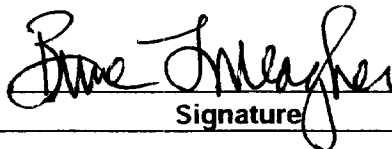
Yes

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.

Attorney Bruce J. Meagher



6/7/99

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY**

FORM PTO-1618C  
Expires 06/30/99  
OMB 0651-0027

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)

City

State/Country

Zip Code

Individual     General Partnership     Limited Partnership

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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)**

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## TRADEMARK ASSIGNMENT

WHEREAS, pursuant to that certain Contract for Sale and Purchase dated May 13, 1999 by, between and among Krause Publications, Inc., as Purchaser and Landmark Specialty Publications, Inc. ("Landmark"), Tuff Stuff Publications, Inc., Antique Trader Publications, Regional Antique Publications, Inc., and Cotton & Quail Enterprises Inc., as Sellers (the "Contract for Sale and Purchase"), Krause Publications, Inc. ("Krause") has agreed to acquire from Sellers certain assets related to the business of certain periodical publications and magazines featuring antiques and collectibles published under the title "THE ANTIQUE TRADER" and various related names and marks as set forth hereinbelow; and

WHEREAS, as part of the said transaction, Landmark has agreed to transfer to Krause (subject to the retained rights set forth below) all of its rights in and to the trademarks and service marks used in relation to the said publications including the federal registrations thereof.

NOW, THEREFORE, for and in consideration of the terms and conditions of the aforesaid Contract for Sale and Purchase and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Landmark, the undersigned parties agree as follows:

1.

Landmark hereby assigns to Krause all of its rights, title and interest in the trademarks and service marks set forth in the schedule hereinbelow together with the registrations thereof in the United States Patent and Trademark Office and the good will of the

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business in connection with which the said marks are used and any rights of action for past infringements thereof:

SCHEDULE

Mark	Registration No.	Registration Date
THE ANTIQUE TRADER	687,250	October 27, 1959
THE ANTIQUE TRADER ANTIQUES AND COLLECTIBLES PRICE GUIDE	1,744,508	January 5, 1993
THE ANTIQUE TRADER PRICE GUIDE TO ANTIQUES AND COLLECTORS' ITEMS	1,745,772	January 12, 1993
THE ANTIQUE TRADER WEEKLY	1,748,434	January 26, 1993
ANTIQUE TRADER'S COLLECTOR MAGAZINE & PRICE GUIDE	1,965,203	April 2, 1996

reserving, however, the rights to use the term "TRADER" or any variation thereof in relation to any publication (print, internet, electronic or other media) in the field of motor vehicles, boats, aircraft, heavy equipment and other means of conveyance. To the extent any of the trademark or service mark rights assigned above may be construed to preclude the right of Landmark or TPC (as defined below) or their respective successors and assigns to use any name or mark including the term "TRADER" with respect to publications in any fields related to motor vehicles, boats, aircraft, heavy equipment and other means of conveyance, Krause hereby expressly consents to such use.

2.

Krause further acknowledges that Landmark's parent company and its affiliates (collectively "TPC") are the owners and/or licensees of numerous trademarks and service marks and registrations thereof including the term "TRADER" (including, but not limited to, the trademarks, service marks and names AUTOTRADER, BOAT TRADER, RV TRADER, ANTIQUE & CLASSIC BOAT TRADER and CUSTOM, ANTIQUE & SPORTSCAR TRADER). Krause agrees that it will not at any time in the future object to or challenge the rights of TPC or its successors or related companies to use or register the aforesaid marks or other marks including the term "TRADER" (other than marks not in use as of the date hereof which use the words "Antique" and "Trader" consecutively and not in combination with any other words) in relation to motor vehicles, boats, aircraft, heavy equipment and other means of conveyance.

3.

Landmark agrees to cooperate with Krause and to provide such further documents and assistance as may be reasonably required to register, record or otherwise fully vest in Krause all rights in the names and marks herein assigned.

4.

The terms hereof shall be binding upon and inure to the benefit of the parties and their successors and assigns.


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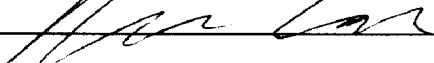
WHEREFORE, the parties, through their undersigned authorized representatives,

have entered into this Assignment as of the 1st day of June, 1999.

LANDMARK SPECIALTY  
PUBLICATIONS, INC.

KRAUSE PUBLICATIONS, INC.

By: 

By: 

Title: Secretary

Title: Executive Vice President