

10-22-1999



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101182837

mfa
10-14-99

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

1. Name of conveying party(ies):

LEXINGTON LIBRARY, INC.

- Individual(s)
- General Partnership
- Corporation - State of New York
- Other _____
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: September 9, 1999

2. Name and address of receiving party(ies):

THE STERLING/MACFADDEN PARTNERSHIP
233 Park Avenue South
New York, New York 10003

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- Individual(s) citizenship _____
- Association _____
- General Partnership State of New York
- Limited Partnership _____
- Corporation - _____
- Other _____

Domestic representative is attached: Yes No
Additional name(s) & address(es) attached? Yes No

4. (A.) Trademark Application No.(s)

4. (B.) Trademark Registration No.(s)

1128089



10-14-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #01

Additional numbers attached? Yes No

5. Correspondence should be mailed to:

VICTOR M. TANNENBAUM
ABELMAN, FRAYNE & SCHWAB
150 East 42nd Street
New York, New York 10017

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFT 3.41): \$ 40.00

Enclosed
(The said Deposit Account should be charged for any official fee not fully covered by the enclosed check)

Authorized to be charged to deposit account
Deposit account number: 01-0035

(Attach duplicate copy of this page if paying by deposit account)

10/21/1999 NTHA11 00000194 1128089

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8. 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.

VICTOR M. TANNENBAUM
Name of Person Signing

Signature

10/14/99
Date

Total number of pages comprising cover sheet, attachments and documents: 3

ASSIGNMENT

WHEREAS, LEXINGTON LIBRARY, INC., a corporation organized and existing under the laws of the State of New York, located at 355 Lexington Avenue, City of New York, State of New York 10017, United States of America (hereinafter called the ASSIGNOR) is the owner of and has adopted and used the following trademark registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
FOOTBALL FORECAST	1128089

AND WHEREAS, THE STERLING/MACFADDEN PARTNERSHIP, a partnership organized and existing under the laws of the State of New York, with an office at 233 Park Avenue South, City of New York, State of New York 10003, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademark and the registration thereof;

NOW, THEREFORE, in consideration of U.S. \$1.00 and other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNOR by these presents does sell, assign and transfer unto the said ASSIGNEE, its successors and assigns, its right, title and interest in and to the said trademark, trademark registration, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademark.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 9th day of SEPTEMBER, 1999

LEXINGTON LIBRARY, INC.

By Morton Tull
 Title PRESIDENT