

10-27-1999

U.S. Department of Commerce  
Patent and Trademark Office

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

1. Name of conveying party(ies):

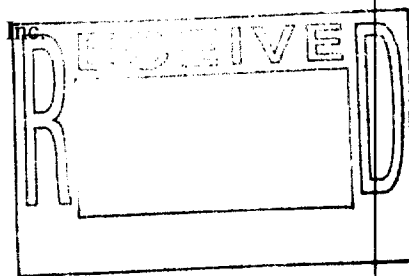
Name: The Sterling/Macfadden Partnersh p

- Individual(s)                       Assoc iation
  - General Partnership               Limited Partnership
  - Corporation-State (Delaware)
  - Other - Partnership of New York
- Additional name(s) of conveying party(ies) attached?  Yes  No

2. Name and Address of receiving party(ies)

Name: PRIMEDIA Magazines Inc

Address: 745 Fifth Avenue  
New York, NY 10151



3. Nature of conveyance:

- Assignment                       Merger
- Security Agreement               Change of Name
- Other \_\_\_\_\_

Execution Date: September 9, 1999

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State Delaware
- Other: \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

75/514,588                      75/514,584

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

David Sternbach  
Cowan, Liebowitz & Latman, P.C.  
1133 Avenue of the Americas  
New York, NY 10036-6799

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41)..... \$ 65.00

- Enclosed
- Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

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

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.*

10/22/99

David Sternbach

Signature

Date

Total number of pages including cover sheet, attachments, and document: 2

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

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TRADEMARK  
REEL: 001980 FRAME: 0590

## ASSIGNMENT

WHEREAS, **THE STERLING/MACFADDEN PARTNERSHIP**, a partnership organized and existing under the laws 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 ASSIGNOR) is the owner of the following trademarks for which applications for registration have been filed in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Number</u>
TIGER BEAT and Design	75/514,588
SUPERTEEN and Design	75/514,584

AND WHEREAS, **PRIMEDIA MAGAZINES, INC.**, a corporation organized and existing under the laws of the State of Delaware, located at 745 Fifth Avenue, City of New York, State of New York 10151, United States of America (hereinafter called the ASSIGNEE) is desirous of acquiring the right, title and interest in and to the said trademarks and the eventual registrations 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 trademarks, eventual trademark registrations and trademark applications, together with that part of the goodwill of the ASSIGNOR's business connected with the use of and symbolized by the said trademarks.

IN WITNESS WHEREOF, the said ASSIGNOR has hereunto executed this instrument this 9<sup>th</sup> day of SEPTEMBER, 1999.

**THE STERLING/MACFADDEN PARTNERSHIP**

By Morty Tully

Title: ~~Vice~~ President of Mort T. Corp. and ~~Vice-President of~~  
Peter C. Inc., co-managing partners of  
The Sterling/MacFadden Partnership