

11-17-1999



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COVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

NOV 1999

Keep the attached original documents or copy thereof.

Tab settings **==**

To the Honorable Commission

1. Name of conveying party(ies):

McRand, LLC

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware LLC
- 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: May 5, 1999

2. Name and address of receiving party(ies)

Name: Mariah Media Inc.

Internal Address: _____

Street Address: 400 Market St.

City: Santa Fe State: NM ZIP: 87501

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

If assignee is not domiciled in the United States, a corporate representative designator 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 patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,862,153
1,862,723

Additional numbers attached? Yes No

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

Name: Laura Konrath

Internal Address: Winston & Strawn

33rd Floor

Street Address: 35 West Wacker Drive

City: Chicago State: IL ZIP: 60601

6. Total number of applications and registrations involved: _____

2

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

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

N/A

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

01 FC:481
02 FC:482

40.00 OP
25.00 OP

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.

Laura Konrath

Laura Konrath
Signature

11/9/99
Date

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

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

TRADEMARK
REEL: 001989 FRAME: 0001

Assignment of Trademark Registrations

WHEREAS, McRAND, LLC, a Delaware limited liability company, located at One Westminster Place, Lake Forest, Illinois 60046-1821, adopted and used the Service Marks which are registered in the United States Patent and Trademark Office and listed herewith:

<u>Service Mark</u>	<u>Registrations</u>	
	<u>Registration No.</u>	<u>Registered</u>
THE INTERNATIONAL ADVENTURE TRAVEL SHOW	1862153	November 15, 1994
THE INTERNATIONAL ADVENTURE TRAVEL SHOW (DESIGN)	1862723	November 8, 1994

WHEREAS, MARIAH MEDIA INC., a Delaware corporation located at 400 Market Street, Santa Fe, New Mexico, 87501, is desirous of acquiring said Service Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said McRAND, LLC does hereby assign, transfer and set over unto said MARIAH MEDIA INC. all right, title and interest in and to the said Service Marks together with the goodwill of the business connected with the use of and symbolized by the Service Marks.

This Assignment is executed this 5th day of May, 1999.

McRAND, LLC

By: 

OCT-15-99 11:16 AM OUTSIDE MAGAZINE SEP 10 99 12:08 PM WINSTON & STRAWN 312 222 1189 312 558702 TO 92221189 P.02/03 P.02

STATE OF ILLINOIS)
COUNTY OF COOK)

On this ____ day of _____, 1999, before me appeared the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of McRand, LLC with authority to do so.

Notary Public

509763.01

P.03/05

312 558700 TO 92221189

SEP 10 7 99 17:08 FR LINSTON & STRAWN

312 222 1189

OCT-15-99 11:16 AM OUTSIDE MAGAZINE

P.03