



12-17-1999

12-99

101225151



U.S. Patents



TRADEMARKS ONLY

IN TH

101225151

ID TRADEMARK OFFICE

IN RE APPLICATION/
REGISTRATION OF

: Rogers Publishing
Limited/Editions Rogers Limitee

FOR THE MARKS

: **MBA - MEDIA BUYING ASSISTANT**
(+ 14 Others)

SERIAL NO.

: 75/766,641 (+ 14 Others)

FILING DATE

: August 3, 1999 (+ 14 Others)

ATTORNEY DOCKET NO.

: SMB 0 0030 (VII)

Cleveland, Ohio 44114-2518
December 2, 1999

RECORDATION FORM COVER SHEET

Commissioner of Patents
and Trademarks
Washington, DC 20231

Dear Sir:

Please record the attached original document or copy
thereof.

1. Name of conveying Party(ies):

Maclean Hunter Publishing Limited/Edition
Maclean Hunter Limitee

Entity:

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation-State Canada
- Other _____

2. Name and Address of receiving Party(ies):

Name: Rogers Publishing Limited/Editions Rogers Limitee

Internal Address: _____

12/17/1999 DMGUYEM 000000% 757664:

01 FC:461
02 FC:462

40.00 DP
.50.00 DP

TRADEMARK
REEL: 002000 FRAME: 0126

Street Address: 777 Bay Street
Maclean Hunter Building
City: Toronto, Ontario
State: Canada ZIP: M5W 1A7

Entity:

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:

Yes No

(Designation must be a separate document from Assignment.)

3. Nature of Conveyance:

Assignment Change of Name
 Security Agreement Merger

Other _____

Execution Date: October 1, 1999

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

Additional sheet attached? Yes No

A. Trademark Appl. No. (s) B. Trademark Reg. No. (s)

75/766,641 (+ 14 others) _____

Additional numbers attached? Yes No

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

Name: James W. McKee

Firm: Fay, Sharpe, Fagan,

Minnich & McKee

Address: 1100 Superior Avenue

Seventh Floor

City: Cleveland

State: Ohio ZIP: 44114-2518

6. Total number of applications and registrations involved: 15

7. Total fee (37 C.F.R. 3.41): \$ 390.00

Enclosed

Authorized to be charge to deposit account

8. Deposit Account Number (attach duplicate copy of this form if paying by Deposit Account): _____

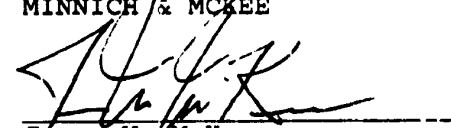
DO NOT USE THIS SPACE

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.

Respectfully submitted,

FAY, SHARPE, FAGAN,
MINNICH & MCKEE



James W. McKee
1100 Superior Avenue
Seventh Floor
Cleveland, OH 44114-2518
(216) 861-5582

December 2, 1999

Date

Total number of pages including cover sheet, attachments, and document: 8



#4 (Continued)

TRADEMARK	APPLICATION NO.	FILING DATE
MBA-MEDIA BUYING ASSISTANT	75-766,641	Aug. 3, 1999
ADVISOR'S EDGE	75-467,330	Apr. 13, 1998
KOOL ASTHMA KIDS CLUB	75-420,128	Jan. 20, 1998
KOOL ASTHMA KIDS CLUB w/ Design	75-420,169	Jan. 20, 1998
KOOL ASTHMA KIDS	75-420,234	Jan. 20, 1998

TRADEMARK	REGISTRATION NO.	REGISTRATION DATE
MBA-MEDIA BUYING ASSISTANT	1,781,868	Jul. 13, 1993
DESIGN MARK ONLY	1,723,655	Oct. 13, 1992
HEAVY CONSTRUCTION NEWS	1,602,180	Jun. 19, 1990
MARKETING	1,599,540	Jun. 5, 1990
MATERIALS MANAGEMENT & DISTRIBUTION	1,596,347	May 15, 1990
CHATELAINE	1,582,501	Feb. 13, 1990
CLINICAL REVIEW w/ Design	1,424,443	Jan. 6, 1987
THE MEDICAL POST	1,220,815	Dec. 21, 1982
HEAVY CONSTRUCTION NEWS	1,211,094	Sep. 28, 1982
AUTOMOTIVE SERVICE DATA BOOK	1,205,855	Aug. 17, 1982

TRADEMARK
REEL: 002000 FRAME: 0130

5. The amendment has been duly authorized as required by Sections 168 & 170 (as applicable) of the Business Corporations Act.

La modification a été dûment autorisée conformément aux articles 168 et 170 (selon le cas) de la Loi sur les sociétés par actions.

6. The resolution authorizing the amendment was approved by the shareholders/directors (as applicable) of the corporation on

La résolution ou les administrateurs (selon le cas) de la société en approuvé la résolution autorisant la modification le

1999/09/30

(Year, Month, Day)
(année, mois, jour)

These articles are signed in duplicate.

Les présents statuts sont signés en double exemplaire.

**MACLEAN HUNTER PUBLISHING LIMITED/ÉDITION
MACLEAN HUNTER LIMITÉE**

(Name of Corporation)
(Dénomination sociale de la société)

By/Par: Terry L. Malden Exec. V.P.
(Signature) (Signature of Officer)
(Signature) (Fonctionnaire)

Terry L. Malden - Executive Vice-President

RECORDED: 12/06/1999

TRADEMARK
REEL: 002000 FRAME: 0132