

01-13-2000



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FORM PTO-1618A
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OMB 0651-0027

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RECORDATION FORM COVER SHEET
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TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

MPD 12-27-99

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

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

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
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

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.)

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FOR OFFICE USE ONLY

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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 Practices. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
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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)

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.)

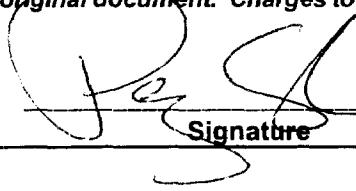
Deposit Account Number: #

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.

Penny R. Slicer
Name of Person Signing



Signature

12/22/99
Date Signed

NUNC PRO TUNC ASSIGNMENT

WHEREAS, I.C.E.D. Management, Inc., a corporation organized and existing under the laws of Delaware, having its principal office and place of business at P.O. Box 8841, Wilmington, Delaware 19899, hereinafter referred to as Assignor, is the sole and exclusive owner of the following marks and registration:


HOME WISE for a real estate newsletter, which is
the subject of U.S. Registration No. 1,839,427,
issued June 14, 1994; and
CORNERSTONE for a real estate newsletter.

AND, WHEREAS, The Personal Marketing Company, a corporation organized and existing under the laws of the State of Texas, having its principal office and place of business at 11843 West 83rd Terrace, Shawnee Mission, Kansas 66214, hereinafter referred to as Assignee, did acquire the right, title and interest in and to the said marks and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration previously transferred to Assignor, Assignor did by these presents, nunc pro tunc, to be effective April 17, 1996, transfer, convey, assign and set over unto Assignee, all right, title and interest in and to the above listed marks and registration together with the goodwill of the business associated therewith including all claims for damages by reason of past infringement of said marks with the

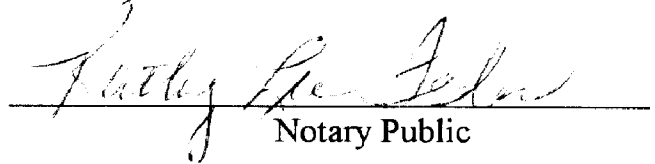
right to sue and collect therefor, all common law rights in the marks and the registration listed above.

I.C.E.D. Management, Inc.


Norman J. Shuman
President

STATE OF DELAWARE)
)SS.
COUNTY OF NEWCASTLE

On this 10th day of November, 1999, before me personally appeared Norman J. Shuman, who executed the foregoing assignment in my presence and who, being by me duly sworn, stated he is President of I.C.E.D. Management, Inc. and is authorized to execute this Assignment on behalf of said corporation.



Notary Public

SEAL

My Commission Expires:

9-25-01