

01-18-2000



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

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

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
 - Merger
 - Change of Name
 - Other _____
- Effective Date
Month Day Year
12/17/99

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Scholastic Magazines, Inc.

12/17/99

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization New York

Receiving Party

Mark if additional names of receiving parties attached

Name Scholastic Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 555 Broadway

Address (line 2) _____

Address (line 3) New York

New York

10012

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization New York

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.)

01/14/2000 DC0ATES 00000099 699447

FOR OFFICE USE ONLY

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40.00 OP

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

TRADEMARK
REEL: 002009 FRAME: 0551

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

(212) 980-0120

Name

Edward H. Rosenthal, Esq.

Address (line 1)

Frankfurt, Garbus, Klein & Selz, P.C.

Address (line 2)

488 Madison Avenue

Address (line 3)

New York, NY 10022

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

1

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)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

699,447	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

1

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

30.00

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:

#

06-1839

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.

Edward H. Rosenthal

Name of Person Signing

Signature

12/10/97

Date Signed

ASSIGNMENT OF TRADEMARK

This Assignment is made as of December 17, 1999.

WHEREAS, Scholastic Magazines, Inc. (hereinafter referred to as "Assignor"), a corporation organized under the laws of the State of New York with an address at 33 W. 42nd Street, New York, New York 11036, has adopted, used and is using in its business the trademark SCIENCE WORLD (Registration No. 699,447);

WHEREAS, Scholastic Inc. (hereinafter referred to as "Assignee"), a corporation organized under the laws of the State of New York with an address at 555 Broadway, New York, New York 10012, is desirous of acquiring all right, title and interest in and to SCIENCE WORLD (Registration No. 699,447); and

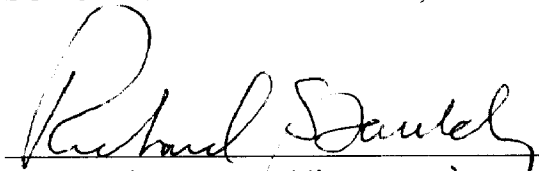
WHEREAS, Assignor is no longer doing business;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE, its successors and assigns, all right, title and interest in and to SCIENCE WORLD (Registration No. 699,447), together with the goodwill of the business symbolized by and associated with such trademark.

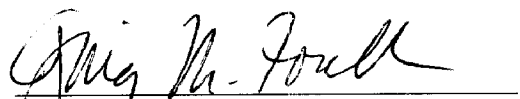
IN WITNESS WHEREOF, ASSIGNOR has executed this Assignment.

SCHOLASTIC MAGAZINES, INC.

By:


Name: Richard Spaulding
Title: Executive Vice President

On this 17th day of December 1999, before me personally appeared Richard Spaulding, to me known, who, being duly sworn, did say that he is the individual described in and who executed the above instrument for and on behalf of Scholastic Magazines, Inc., and duly acknowledged that he executed the same.


Notary Public
My Commission Expires:

GINA M FORELLA
Notary Public, State of New York
No. 4988179
Qualified in Westchester County
Commission Expires November 04 2001