

01-31-2000

TRADEMARK



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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  
Effective Date  
Month Day Year  
\_\_\_\_\_
- Other \_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Name P TWO PUBLISHERS, INC.

Execution Date  
Month Day Year  
12 3 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 Avenue Magazine Incorporated

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 950 Third Avenue

Address (line 2) \_\_\_\_\_

Address (line 3) New York New York 10022

City

State/Country

Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association
  - Corporation  Association
  - Other \_\_\_\_\_
- 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).

Citizenship/State of Incorporation/Organization Delaware

01/31/2000 DCOATES 00000040 75532768

FOR OFFICE USE ONLY

01 FC:481  
02 FC:482

90.00 01  
200.00 02

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK  
REEL: 002013 FRAME: 0223

**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) 415-9269

Name SANDRA EDELMAN, ESQ.

Address (line 1) Dorsey & Whitney LLP

Address (line 2) 250 Park Avenue

Address (line 3) New York, New York 10177

Address (line 4) \_\_\_\_\_

**Pages** Enter the total number of pages of the attached conveyance document including any attachments. # 3

**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)**

75/532,768	75/620,365			1,198,358	2,297,128
75/639,367	75/645,519			1,510,923	
75/699,990				1,149,329	

**Number of Properties** Enter the total number of properties involved # 9

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$ 240

Method of Payment: Enclosed  Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number # 041425

Authorization to charge additional fees: Yes  No

**Statement and Signature**

*To the best of my knowledge and belief, the foregoing instrument 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*

Sandra Edelman  
Name of Person Signing

  
Signature

12/21/99  
Date Signed

**ASSIGNMENT OF TRADEMARKS  
AND ACCOMPANYING GOODWILL**

This Assignment (the "Assignment") is made by and between P TWO PUBLISHERS, INC. ("P Two"), a corporation organized and existing under the laws of the State of New York, having a place of business at 950 Third Avenue, New York, New York 10022, and AVENUE MAGAZINE INCORPORATED ("Avenue"), a corporation of the State of Delaware having a place of business at 950 Third Avenue, New York, New York 10022.

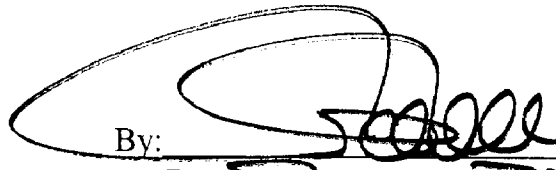
WHEREAS, P Two is the owner of the trademarks, registrations and pending applications for registration in the United States Patent and Trademark Office identified in Schedule A (the "Marks"), and all of the goodwill associated therewith and the business to which the Marks pertain; and

WHEREAS, Avenue desires to acquire from P Two the Marks, the goodwill associated therewith and the business to which the Marks pertain;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, P Two does hereby assign to Avenue the Marks in the attached Schedule A, the goodwill associated therewith and the business to which the marks pertain.

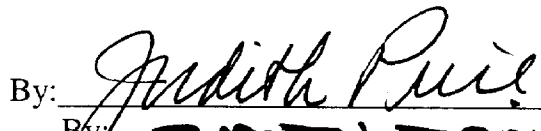
P TWO PUBLISHERS, INC.

Date: 12/3/99

By:   
By: PETER PIZLE  
Title: CHAIRMAN

AVENUE MAGAZINE INCORPORATED


Date: 12/3/99

By:   
By: JUDITH PIZLE  
Title: PRESIDENT

STATE OF NEW YORK )  
 :SS:  
COUNTY OF NEW YORK )

On this 3<sup>rd</sup> day of December, 1999, before me appeared  
PETER O. PRICE of P TWO PUBLISHERS, INC., the person who signed  
this instrument who acknowledged that he or she signed it as a free act on behalf of the above-  
identified corporation with authority to do so.

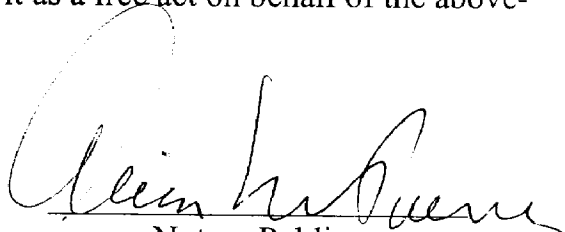
ALICE TURNER  
Notary Public, State of New York  
No. 31-4989566  
Qualified in New York County  
Commission Expires Dec. 9, 2001

  
Notary Public

STATE OF NEW YORK )  
 :SS:  
COUNTY OF NEW YORK )

On this 3<sup>rd</sup> day of December, 1999, before me appeared  
JUDITH PRICE of AVENUE MAGAZINE INC., the person who signed  
this instrument who acknowledged that he or she signed it as a free act on behalf of the above-  
identified corporation with authority to do so.

ALICE TURNER  
Notary Public, State of New York  
No. 31-4989566  
Qualified in New York County  
Commission Expires Dec. 9, 2001

  
Notary Public

**SCHEDULE A**

<u>Trademark</u>	<u>Status</u>	<u>Goods/Services</u>	<u>Serial No. or Registration</u>
AVENUE	Pending	Magazine dealing with general subject matter	75/532,768
AVENUE ARTS	Registered	Supplement appearing in magazine	1,198,358
AVENUE ARTS	Registered	Supplement appearing in a magazine	1,510,923
AVENUE ARTS	Pending	Broadcast and cable television shows in the field of entertainment and the arts	75/639,367
AVENUE ARTS	Pending	Website providing information about entertainment and the arts	75/699,990
AVENUE E LOGO	Pending	For printed directories of global network site listings in the field of electronic commerce of luxury consumer products and services to be included as a section in a magazine or sold separately from a magazine	75/620,365
AVENUEMAG.COM	Pending	Providing a web site of information in the fields of the arts, real estate, home furnishings and decor, society, cultural and lifestyle topics of general interest by means of global computer networks and computer information data bases	75/645,519
GUIDE TO THE AVENUES	Registered	A column appearing in a magazine advertising the goods and services of others	1,149,329
ON THE AVENUE	Registered	A magazine devoted to news and features about people and events	2,297,128