

01-31-2000

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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

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

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 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).
- Corporation Association

Other

Citizenship/State of Incorporation/Organization

01/31/2000 DC0ATES 00000042 75532766
01 FC:481 40.00 OP

FOR OFFICE USE ONLY

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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: 0281

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)

<input type="text" value="75/532,766"/>	<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"/>	<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 #

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

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 #

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.

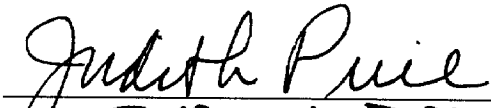
P TWO PUBLISHERS, INC.

Date: 12/13/99

By: 
By: PETER PRICE
Title: CHAIRMAN

AVENUE MAGAZINE INCORPORATED

Date: 12/13/99

By: 
By: JUDITH PRICE
Title: PRESIDENT

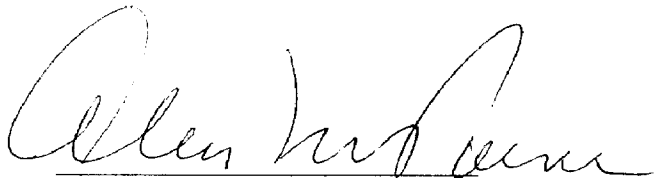
STATE OF NEW YORK)

:SS:

COUNTY OF NEW YORK)

On this 3rd day of December, 1999, before me appeared PETER C. 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.

ALLEN TURNER
Notary Public, State of New York
No. 01480496
City of New York, New York County
City of New York, New York 10001


Notary Public

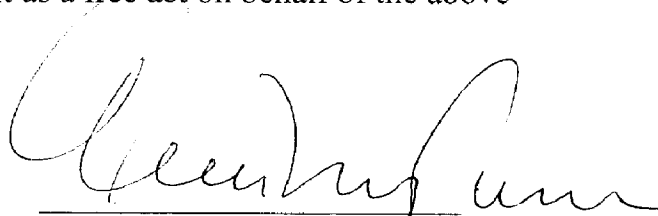
STATE OF NEW YORK)

:SS:

COUNTY OF NEW YORK)

On this 3rd 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.

ALLEN TURNER
Notary Public, State of New York
No. 01480496
City of New York, New York County
City of New York, New York 10001


Notary Public

SCHEDULE A

<u>Trademark</u>	<u>Status</u>	<u>Goods/Services</u>	<u>Serial No. or Registration</u>
AVENUE EXPRESS	Pending	35- DISSEMINATION OF ADVERTISING MATTER; RENTAL OF ADVERTISING SPACE; PLACING OF ADVERTISING FOR OTHERS; SHOPPER'S GUIDE INFORMATION; BUSINESS MERCHANDISING DISPLAY SERVICES; PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS THROUGH THE DISTRIBUTION OF PRINTED MATERIAL; MAIL ORDER SERVICES, RETAIL STORE SERVICES, CATALOG SERVICES, AND TELEPHONE ORDER SERVICE, ALL IN THE FIELDS OF CONSUMER PRODUCTS AND LUXURY GOODS; 42 - CONCIERGE SERVICES; AND HOTEL SERVICES FOR PREFERRED CUSTOMERS	75/532,766
AVENUE EXPRESS	Registered	35 - CATALOGUES, NOTAMMENT CATALOGUES DE VENTE PAR CORRESPONDANCE. SERVICES DE PUBLICITE ; GESTION DES AFFAIRES OMMERCIALES ; ADMINISTRATION COMMERCIALE TRAVAUX DE BUREAU; CONSEILS, INFORMATIONS ET RENSEIGNEMENTS D'AFFAIRES; AFFICHAGE; DIFFUSION D'ANNONCES PUBLICITAIRES; COURRIER PUBLICITAIRE ET PROMOTIONNEL; DIFFUSION DE MATERIEL PUBLICITAIRE, (TRACTS, PROSPECTUS, IMPRIMES, ECHANTILLONS); LOCATION D ESPACES PUBLICITAIRES; LOCATION DE MATERIEL PUBLICITAIRE; AGENCES D'INFORMATIONS COMMERCIALES; PROMOTION DES VENTES (POUR DES TIERS); PUBLICATION DE TEXTES PUBLICITAIRES; SERVICES D'INFORMATIONS COMMERCIALES A USAGE DES CONSOMMATEURS; SERVICES D'AFFICHAGE A DES FINS PUBLICITAIRES ET COMMERCIALES ET A DES FINS DE PROMOTION DES VENTES (POUR DES TIERS); DIFFUSION (DISTRIBUTION) DE CATALOGUES, NOTAMMENT DE CATALOGUES DE VENTE PAR CORRESPONDANCE; SERVICES DE PROMOTION PUBLICITAIRE POUR LE COMPTE DE CONSOMMATEURS ET DE PROFESSIONNELS, DE PRODUITS DIVERS, PAR CORRESPONDANCE, PAR TELEPHONE, PERMETTANT DE LES ACHETER COMMODEMENT. 42 - SERVICES HOTELIERS; SERVICES HOTELIERS DE LUXE; ACCOMPAGNEMENT (ESCORTE).	98745575

<u>Trademark</u>	<u>Status</u>	<u>Goods/Services</u>	<u>Serial No. or Registration</u>
AVENUE EXPRESS	Pending	<p>35 TUTTA LA CLASE, E DIFFUSIONE DI MATERIALE PUBBLICITARIO; NOLEGGIO DI SPAZI PER SCOPI PUBBLICITARI; PIAZZAMENTO DI PUBBLICITA' PER CONTO TERZI; GUIDE INFORMATIVE PER ACQUIRENTI; SERVIZI DI ESPOSIZIONE DI PRODOTTI COMMERCIALI; PROMOZIONE DI VENDITE DI PRODOTTI E SERVIZI DI TERZI ATTRAVERSO LA DISTRUBUZIONE DI MATERIALE STAMPATO; SERVIZI DI VENDITA PER CORRISPONDENZA, SERVIZI DI ORGANIZZAZIONE E GESTIONE DI NEGOZI DI VENDITA AL DETTAGLIO, SERVIZI DI CATALOGHI E SERVIZI DI VENDITA PER TELEFONO, TUTTI NEL CAMPO DI PRODOTTI PER CONSUMATORI E DI ARTICOLI DI LUSO.</p> <p>42 SERVIZI DI PORTINERIA, SERVIZI ALBERGHIERI PER CLIENTI PRIVILEGIATI.</p>	RM98C004861
AVENUE EXPRESS	Pending	<p>35 - DISSEMINATION OF ADVERTISING MATTER; RENTAL OF ADVERTISING SPACE; PLACING OF ADVERTISING FOR OTHERS; SHOPPER'S GUIDE INFORMATION; BUSINESS MERCHANDISING DISPLAY SERVICES; PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS THROUGH THE DISTRIBUTION OF PRINTED MATERIAL; MAIL ORDER SERVICES, RETAIL STORE SERVICES, CATALOGUE SERVICES, AND TELEPHONE ORDER SERVICES, ALL IN THE FIELDS OF CONSUMER PRODUCTS AND LUXURY GOODS;</p> <p>42 - CONCIERGE SERVICES; AND HOTEL SERVICES FOR PREFERRED CUSTOMERS</p>	2176357