

1-31-00

02-15-2000

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027



101269264

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK



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
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 Golden Books Publishing Company, Inc.

01262000

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name CIT Group/Business Credit, Inc., as Agent, The

DBA/AKA/TA _____

Composed of _____

Address (line 1) 1211 Avenue of the Americas

Address (line 2) _____

Address (line 3) New York

New York

10036

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

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 New York

02/15/2000 JSHABAZZ 00000018 75209714

FOR OFFICE USE ONLY

01 FC:401
02 FC:402

40.00 OP
8750.00 OP

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

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: 002017 FRAME: 0595

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) 836-7712

Name Karen Nielsen, Esq.

Address (line 1) Kaye Scholer Fierman Hays & Handler LLP

Address (line 2) 425 Park Avenue

Address (line 3) New York, New York 10022-3598

Address (line 4)

Pages

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

27

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)

75209714	75120280	75024087
75210691	75021772	75446162
75210072	75024082	75434715

2101437	2104348	1256065
2124462	1614835	2103251
2100456	2105228	2105227

Number of Properties

Enter the total number of properties involved.

351

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$ 8,790.00

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:

#

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.

Karen L. Nielsen, Esq.

Name of Person Signing

Signature

January 26, 2000

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional 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

Enter Additional 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

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Trademark Application Number(s)

Registration Number(s)

73439438	73645790	75094275
74140213	75173985	75173595
74304706	74542739	74059543
73045090	75174592	73572637
73034145	73310701	73609549
74307893	73830489	73525286
75174593	72340860	73525229

2103380	1535267	1783436
1196795	1041746	1591987
1196795	1495072	1668486
1845118	1029342	1820597
1412338	1680335	2106979
1414959	1011003	1596387
1204544	1516352	1078891

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Trademark Application Number(s)

72388264	74459982	74693980
74523539	74523540	74569576
74523537	75034229	74497666
74732050	75016826	74120204
75021768	74722021	75037203
75021769	74559242	74473563
75021770	74681030	74234108

Registration Number(s)

1105116	2188546	2202310
1196796	1542487	2198947
1196793	2103252	1867600
1197866	1204545	1874665
1198688	1410469	1372325
1351647	1221652	1278155
1564501	2101428	1279097

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Trademark Application Number(s)

Registration Number(s)

73766809	74358653	74332147
73532867	73410834	74279662
73033038	72338827	74284473
73439452	74137828	74206824
73499806	74358657	74362981
74024266	74331292	73805991
73838599	74358532	74497018

1291016	1281687	1368956
1333249	1538049	1431344
1349701	1328466	1538050
1262996	1364206	1838422
1549139	1438581	1410470
1261732	1339161	1569673
1270759	1350485	1694132

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Registration Number(s)

72433188 73776568 74075656

1291337 1701778 2041209

73079456 73771898 75434713

1075521 1742274 1926436

73784481 73783608 75403970

0978146 1488415 1962486

73317486 72382853 75490807

1457284 1193978 1899858

73431481 75173986 75474548

2103270 1918844 2219661

73766999 74362985 75290940

1832199 1941834 1833320

73766997 75174013 75290941

1510101 1621380 1863202

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74601087	74206160	74497668
74627939	74312504	74462076
74339520	74312505	73031897
74459984	75045010	75525598
72322022	74484065	75525599
74636878	73823525	75481031
73284455	75564883	74267183

2007250	2105180	1819484
1671116	1870544	1899859
1229737	1690141	2168710
1780872	1590824	2091091
1980272	1884772	1202566
1848260	0925538	0958607
1190096	1906516	0959441

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Trademark Application Number(s)

Registration Number(s)

75621902	75395946	74462085
75621125	75481030	75167387
75623330	75380629	75167383
75622934	75380720	75182377
75622121	75124104	
75622114	75495008	
74479857	75541720	

1904988	2219095	2173208
2256138	2209373	2169772
1281527	0850146	2139305
2169777	2116491	1802750
1089519	1314682	2155923
0670403	0770539	2155924
2000556	0365670	2145933

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
REGISTRATIONS					
A GOLDEN BOOK® (Stylized)	16	75/174,591	9/30/96	2,101,437	9/30/97
"GOLDEN SOUND STORY DESIGN"® (Trade Dress - Classic Version - does not feature any words)	9	74/332,148	11/18/92	2,124,462	12/23/97
"GOLDEN SOUND STORY DESIGN" ® (Trade Dress - Deluxe Version - does not feature any words)	9	74/332,144	11/18/92	2,100,456	9/23/97
"GOLDEN SOUND STORY DESIGN" ® (Trade Dress - Little Version - does not feature any words)	9	74/332,150	11/18/92	2,104,348	10/7/97
A BIG GOLDEN BOOK®	16	73/831,018	10/6/89	1,614,835	9/25/90
A BIG GOLDEN BOOK® (Stylized)	16	75/173,984	9/30/96	2,105,228	10/14/97
A FIRST LITTLE GOLDEN BOOK®	16	323,939	8/17/81	1,256,065	11/1/83
A FIRST LITTLE GOLDEN BOOK® (Stylized)	16	75/174,011	9/30/96	2,103,251	10/7/97
A GOLDEN BOARD BOOK® (Stylized)	16	75/173,983	9/30/96	2,105,227	10/14/97
A GOLDEN BOARD BOOK®	16	75/181,957	10/16/96	2,103,380	10/7/97
A GOLDEN BOOK VIDEO CLASSIC®	9	73/782,053	2/21/89	1,566,896	11/21/89

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A GOLDEN BOOK®	16	327,649	9/11/81	1,196,795	6/1/82
A GOLDEN CARRY ME BOOK®	16	74/325,266	10/26/92	1,845,118	7/12/94
A GOLDEN CLASSIC DESIGN® (Child sitting on vine reading - features no words)	16	73/592,210	4/3/86	1,412,338	10/7/86
A GOLDEN CLASSIC®	16	73/592,211	4/3/86	1,414,959	10/28/86
A GOLDEN CLOTH BOOK®	16	73/343,228	12/24/81	1,204,544	8/10/82
A GOLDEN EASY READER®	16	73/745,851	8/10/88	1,535,267	4/18/89
A GOLDEN FRAGRANCE BOOK®	16	73/049,949	4/18/75	1,041,746	6/22/76
A GOLDEN FRIENDLY BOOK®	16	73/684,462	9/16/87	1,495,072	7/5/88
A GOLDEN FUN & GAMES BOOK®	16	73/032,596	9/20/74	1,029,342	1/6/76
A GOLDEN GLOW IN THE DARK BOOK®	16	74/133,738	1/28/91	1,680,335	3/24/92
A GOLDEN GUIDE®*	16	73/021,106	5/10/74	1,011,003	5/20/75
A GOLDEN JUNIOR CLASSIC®	16	73/697,039	11/23/87	1,516,352	12/13/88
A GOLDEN JUNIOR GUIDE®	16	74/301,225	8/3/92	1,783,436	7/20/93
A GOLDEN LITTLE LOOK-LOOK BOOK & DESIGN®	16	73/818,479	8/10/89	1,591,987	4/17/90

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A GOLDEN LITTLE LOOK-LOOK BOOK®	16	74/106,785	10/17/90	1,668,486	12/17/91
A GOLDEN LITTLE SUPER SHAPE BOOK®	16	74/308,295	8/27/92	1,820,597	2/8/94
A GOLDEN LITTLE SUPER SHAPE BOOK® (Stylized)	16	75/174,551	9/30/96	2,106,979	10/21/97
A GOLDEN LOOK-LOOK BOOK & DESIGN®	16	73/826,969	9/22/89	1,596,387	5/15/90
A GOLDEN LOOK-LOOK®	16	95,712	8/5/76	1,078,891	12/6/77
A GOLDEN MELODY BOOK & DESIGN®	16	73/439,438	8/15/83	1,296,071	9/18/84
A GOLDEN NAPTIME TALE®	16	74/140,213	2/19/91	1,690,131	6/2/92
A GOLDEN POCKET BOARD BOOK®	16	74/304,706	8/17/92	1,784,840	7/27/93
A GOLDEN READINESS WORKBOOK®	16	73/045,090	2/24/75	1,029,376	1/6/76
A GOLDEN SCRATCH AND SNIFF BOOK®	16	136,507	8/5/77	1,105,116	10/31/78
A GOLDEN SPECIAL®	16	73/034,145	1/31/75	1,024,193	11/4/75
A GOLDEN STAMP BOOK®	16	332,368	10/13/81	1,196,796	6/1/82
A GOLDEN STORYTIME BOOK & DESIGN®	16	319,134	7/15/81	1,196,793	6/1/82
A GOLDEN STURDY BOOK®	16	308,190	4/30/81	1,197,866	6/15/82

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Registrant/Applicant: Golden Books Publishing Company, Inc.

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A GOLDEN STURDY SHAPE BOOK®	16	294,727	1/28/81	1,198,688	6/22/82
A GOLDEN SUPER-DUPER SHAPE BOOK®	16	74/307,893	8/26/92	1,842,357	6/28/94
A GOLDEN SUPER-DUPER SHAPE BOOK® (Stylized)	16	75/174,593	9/30/96	2,103,271	10/7/97
A GOLDEN SUPER ADVENTURE BOOK & DESIGN®	16	518,933	1/23/85	1,351,647	7/30/85
A GOLDEN SUPER SHAPE BOOK®	16	73/645,790	2/20/87	1,456,506	9/8/87
A GOLDEN SUPER SHAPE BOOK® (Stylized)	16	75/173,985	9/30/96	2,103,250	10/7/97
A GOLDEN TAKE-A-LOOK BOOK®	16	74/542,739	6/27/94	1,934,340	11/7/95
A GOLDEN TAKE-A-LOOK BOOK® (Stylized)	16	75/174,592	9/30/96	2,101,438	9/30/97
A GOLDEN TOUCH AND FEEL BOOK®	16	73/310,701	5/18/81	1,196,788	6/1/82
A GOLDEN TREASURY®	16	73/830,489	10/10/89	1,604,601	7/3/90
A GOLDEN YUMMY BOOK®	16	789,093	3/24/89	1,564,501	11/17/89
A LITTLE GOLDEN BOOK®	16	72/340,860	10/15/69	899,690	9/29/70
A LITTLE GOLDEN BOOK®	9	75/094,275	4/25/96	2,189,691	9/15/98
A LITTLE GOLDEN BOOK® (Stylized)	9; 16	75/173,595	9/30/96	2,163,295	6/9/98

SCHEDULE 1-A-1

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Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A LITTLE GOLDEN STORYBOOK®	16	75/272,510	4/10/97	2,188,546	9/8/98
A LITTLE LITTLE GOLDEN BOOK®	16	73/727,172	5/9/88	1,542,487	6/6/89
A LITTLE LITTLE GOLDEN BOOK® (Stylized)	16	75/174,012	9/30/96	2,103,252	10/7/97
BABY'S FIRST GOLDEN BOOK®	16	343,244	12/24/81	1,204,545	8/10/82
BIG LITTLE GOLDEN BOOK®	16	585,771	3/3/86	1,410,469	9/23/86
FIRST LITTLE GOLDEN BOOKS®	16	323,938	8/17/81	1,221,652	12/28/82
FIRST LITTLE GOLDEN BOOKS® (Stylized)	16	75/173,976	9/30/96	2,101,428	9/30/97
G DESIGN™ (Goldie Logo)	16	75/977,641	12/8/96	2,202,310	11/3/98
G DESIGN® (Goldie Logo)	35; 41	75/210,689	12/9/96	2,198,947	10/20/98
GOLD KEY AND DESIGN®	16	74/226,264	11/29/91	1,867,600	12/13/94
GOLD KEY®	16	74/437,827	9/20/93	1,874,665	1/17/95
GOLDEN & DESIGN® (Sun Rising Logo)	9	541,521	6/4/85	1,372,325	11/26/85
GOLDEN & DESIGN® (Sun Rising Logo)	28	418,740	3/24/83	1,278,155	5/15/84
GOLDEN & DESIGN® (Sun Rising Logo)	28	424,477	5/4/83	1,279,097	5/22/84
GOLDEN & DESIGN® (Sun Rising Logo)	16	441,887	8/31/83	1,291,016	8/21/84

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN & DESIGN® (Sun Rising Logo)	16	505,135	10/22/84	1,333,249	4/30/85
GOLDEN & DESIGN® (Sun Rising Logo)	28	497,276	8/30/84	1,349,701	7/16/85
GOLDEN & DESIGN® (Sun Rising Logo)	16	404,040	11/26/82	1,262,996	1/3/84
GOLDEN BOARD BOOK®	16	767,642	12/5/88	1,549,139	7/25/89
GOLDEN BOOK CLUB®	42	74/059,543	5/17/90	1,679,065	3/10/92
GOLDEN BOOK 'N' TAPE®	9	73/572,637	12/6/85	1,401,064	7/15/86
GOLDEN BOOK STEP AHEAD VIDEO®	9	73/609,549	7/14/86	1,430,078	2/24/87
GOLDEN BOOK VIDEO & DESIGN®	9	73/525,286	3/4/85	1,360,286	9/17/85
GOLDEN BOOK VIDEO®	9	73/525,229	3/4/85	1,357,853	9/3/85
GOLDEN BOOK®	16	72/388,264	4/2/71	931,795	4/4/72
GOLDEN BOOKS & DESIGN® (Poky Logo)	42	74/523,539	5/10/94	1,947,587	1/9/96
GOLDEN BOOKS & DESIGN® (Poky Logo)	9	74/523,537	5/10/94	1,949,631	1/16/96
GOLDEN BOOKS & DESIGN® (Poky Logo)	16	74/732,050	9/18/95	2,013,497	11/5/96
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	9	75/021,768	11/17/95	2,217,543	1/12/99
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	28	75/021,769	11/17/95	2,221,897	2/2/99

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN BOOKS & DESIGN™ (Sunburst Logo)	16	75/021,770	11/17/95	2,223,020	2/9/99
GOLDEN BOOKS & DESIGN® (Sun Rising Logo)	9	74/459,982	11/18/93	1,899,487	6/13/95
GOLDEN BOOKS & DESIGN® (Poky Logo)	28	74/523,540	5/10/94	1,962,392	3/12/96
GOLDEN BOOKS & DESIGN® (Sunburst Logo)	42	75/034,229	12/1/95	2,080,174	7/15/97
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	9	75/016,826	10/27/95	1,993,697	8/13/96
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	28	74/722,021	8/28/95	1,993,467	8/13/96
GOLDEN BOOKS & DESIGN® (Rectangle Logo)	16	74/559,242	8/10/94	2,006,749	10/8/96
GOLDEN BOOKS INTERACTIVE & DESIGN®	9	74/681,030	5/30/95	2,007,251	10/8/96
GOLDEN BOOKS INTERACTIVE®	9	74/693,980	6/26/95	2,111,088	11/4/97
GOLDEN BOOKS STORYLAND FOR KIDS & DESIGN®	42	74/569,576	9/2/94	1,959,799	3/5/96
GOLDEN BOOKS®*	16	74/497,666	3/7/94	1,883,540	3/14/95
GOLDEN BOOKS®	42	74/120,204	12/3/90	1,669,838	12/2/91
GOLDEN BOOKS®	9	75/037,203	12/26/95	2,040,152	2/25/97
GOLDEN COZY®	16	74/473,563	12/27/93	1,960,811	3/5/96

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	16	403,918	11/26/82	1,261,732	12/20/83
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	16	411,894	2/1/83	1,270,759	3/20/84
GOLDEN DESIGN® (Sun Rising Logo - does not feature any words)	28	424,478	5/4/83	1,281,687	6/12/84
GOLDEN GALLERY®	28	74/234,108	12/30/91	1,779,751	6/29/93
GOLDEN GO ALONG BOOK 'N' TAPE®	9	73/766,809	12/1/88	1,549,012	7/25/89
GOLDEN LEARN ABOUT LIVING®	16	73/532,867	4/18/85	1,364,454	10/8/85
GOLDEN LEISURE LIBRARY® (Stylized)	16	73/033,038	9/26/74	1,027,930	12/23/75
GOLDEN MELODY®	16	73/439,452	8/15/83	1,289,005	8/7/84
GOLDEN MINIATURE®	28	73/499,806	9/17/84	1,333,418	4/30/85
GOLDEN MUSIC & DESIGN®	9	74/024,266	1/29/90	1,633,025	1/29/91
GOLDEN MUSIC®	9	73/838,599	11/13/89	1,607,333	7/24/90
GOLDEN PLAY LIGHTS®	16	74/358,653	2/11/93	1,951,674	1/23/96
GOLDEN PRESS SHOPPER'S SERVICE®	42	73/410,834	1/24/83	1,297,089	9/18/84
GOLDEN PRESS®	16	72/338,827	9/24/69	896,937	8/18/70

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN SCIENCE CLOSE-UP SERIES®	16	74/137,828	2/11/91	1,709,967	8/25/92
GOLDEN SEEK 'N' SOUND®	28	74/358,657	2/11/93	1,825,889	3/8/94
GOLDEN SHOWCASE®	42	74/331,292	11/16/92	1,808,641	11/30/93
GOLDEN SIGHT 'N' SOUND & DESIGN®	16	74/358,532	2/11/93	1,802,079	11/2/93
GOLDEN SING ALONG DESIGN® (Trade Dress - does not feature any words)	9	74/332,147	11/18/92	2,064,160	5/20/97
GOLDEN SING ALONG®	16	74/279,662	5/29/92	1,823,715	2/22/94
GOLDEN SONG BOOK 'N' TAPE®	9	756,556	10/7/88	1,538,049	5/9/89
GOLDEN SOUND PUZZLE®	28	74/284,473	6/15/92	1,792,199	9/7/93
GOLDEN SOUND STORY & DESIGN®	16	74/206,824	9/23/91	1,708,132	8/18/92
GOLDEN SOUND STORY®	16	74/362,981	3/1/93	1,807,495	11/30/93
GOLDEN STEP AHEAD & DESIGN®	16	474,977	4/11/84	1,328,466	4/2/85
GOLDEN STEP AHEAD & DESIGN®	9	518,982	1/23/85	1,364,206	10/8/85
GOLDEN STEP AHEAD PLUS®	16	622,985	9/29/86	1,438,581	5/5/87
GOLDEN STEP AHEAD®	16	73/805,991	6/12/89	1,586,727	3/13/90
GOLDEN STEP AHEAD®	16	477,287	4/25/84	1,339,161	6/4/85
GOLDEN STEP AHEAD®	9	517,655	1/11/85	1,350,485	7/23/85

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
GOLDEN STEP AHEAD®	16	537,431	5/13/85	1,368,956	11/5/85
GOLDEN STEP AHEAD®	28	610,750	7/21/86	1,431,344	3/3/87
GOLDEN STORY BOOK 'N' TAPE®	9	756,558	10/7/88	1,538,050	5/9/89
GOLDEN STORYLAND FOR KIDS & DESIGN®	42	74/497,018	3/4/94	1,885,466	3/21/95
GOLDEN TALKING TALES®	16	74/359,128	2/16/93	1,838,422	5/31/94
GOLDEN TELL-A-TALE®	16	73/585,773	3/3/86	1,410,470	9/23/86
GOLDEN®	16	793,532	4/13/89	1,569,673	12/5/89
GOLDEN®*	9	74/155,049	4/8/91	1,694,132	6/16/92
GOLDEN®	28	72/433,188	8/18/72	962,615	7/3/73
GOLDEN®	28	441,888	8/31/83	1,291,337	8/21/84
GOLDEN®	16	104,510	10/26/76	1,075,521	10/18/77
GOLDENCRAFT DESIGN® (Round star shape with griffin)	16	72/432,645	8/14/72	978,146	2/5/74
GOLDENCRAFT®	16	73/079,456	3/8/76	1,053,290	11/23/76
GOLDENVISION & DESIGN®	9	646,309	2/24/87	1,457,284	9/15/87
GOLDENVISION®	9	73/784,481	3/3/89	1,586,574	3/13/90
LITTLE GOLDEN BOOK DESIGN® (Gold Spine/Animals)	16	73/317,486	7/2/81	1,250,300	9/6/83

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
LITTLE GOLDEN BOOK DESIGN® (Format Trade Dress/Animals Spine)	16	73/431,481	6/20/83	1,312,277	6/1/85
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	28	73/766,999	12/2/88	1,579,180	1/23/90
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	16	73/766,997	12/2/88	1,580,028	1/30/90
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	9 16	73/776,568	1/2/89	1,556,660	9/19/89
LITTLE GOLDEN BOOK LAND & DESIGN® (Tootle Logo)	9	73/771,898	12/24/88	1,568,073	11/28/89
LITTLE GOLDEN BOOK LAND®	9 16 28	73/783,608	2/24/89	1,574,535	1/2/90
LITTLE GOLDEN BOOKS®	16	72/382,853	2/1/71	931,794	4/4/72
LITTLE GOLDEN BOOKS® (Stylized)	16	75/173,986	9/30/96	2,105,229	10/14/97
LITTLE GOLDEN SOUND STORY®	16	74/362,985	3/1/93	1,803,242	11/9/93
LITTLE LITTLE GOLDEN BOOKS® (Stylized)	16	75/174,013	9/30/96	2,103,253	10/7/97
MY FIRST GOLDEN BOARD BOOK®	16	74/075,656	7/5/90	1,646,830	6/4/91

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
MY FIRST GOLDEN BOARD BOOK® (Stylized)	16	75/174,590	9/30/96	2,103,270	10/7/97
MY FIRST GOLDEN SOUND STORY®	16	74/360,160	2/11/93	1,832,199	4/19/94
THE GOLDEN BOOK ENCYCLOPEDIA®	16	717,874	3/21/88	1,510,101	10/25/88
THE GOLDEN SCIENCE CLOSE-UP SERIES & DESIGN®	16	74/207,259	9/26/91	1,701,778	7/21/92

SCHEDULE 1-A-1

THE GOLDEN BOOKS TRADEMARK PROPERTIES
Registrations and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
APPLICATIONS					
G DESIGN™ (Goldie Logo)	9	75/209,714	12/9/96		
G DESIGN™ (Goldie Logo)	28	75/210,691	12/9/96		
G DESIGN™ (Goldie Logo)®	16	75/210,072	12/8/96	2,237,284	
GOLDEN BOOKSSM	41	75/120,280	6/17/96		
LITTLE GOLDEN BOOK DESIGN™ (Gold Spine/Stars)	28	75/021,772	11/17/95		
LITTLE GOLDEN BOOK DESIGN™ (Format Trade Dress/Stars Spine)	28	75/024,082	11/17/95		
LITTLE GOLDEN BOOK DESIGN™ (Format Trade Dress/Stars Spine)	16	75/024,087	11/17/95		
GOLD SPINE DESIGN™	16	75/446,162	3/6/98		
GOLDEN STORYBOOK LANDSM	41	75/434,715	2/17/98		
A GOLDEN SQUEAK-TIME BOOK™	16	75/434,713	2/17/98	2,302,770	12/21/99
GOLDEN GAMES™	42	75/403,970	12/11/97		

 * Licensed to St. Martin's Press, Incorporated pursuant to purchase agreement and order of the Bankruptcy Court dated March 25, 1999.

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
A LITTLE NUGGET BOOK®	16	74/172,182	6/3/91	1,742,274	12/22/92
A LITTLE STORYLAND BOOK®	16	73/684,461	9/16/87	1,488,415	5/17/88
A MERRIGOLD MINIATURE®	16	73/379,363	9/26/80	1,193,978	4/20/82
A MERRIGOLD PRESS DRIVE AWAY BOOK®	16	74/505,937	3/28/94	1,918,844	9/12/95
A MERRIGOLD PRESS TELL-A-TALE®	16	74/559,250	8/10/94	1,941,834	12/12/95
A MILLION BUCKS®	28	73/830,737	10/11/89	1,621,380	11/6/90
A S-T-R-E-T-C-H A STRING BOOK®	16	74/656,160	2/21/95	2,041,209	2/25/97
A SHAPED LITTLE NUGGET BOOK®	16	74/500,543	3/15/94	1,926,436	10/10/95
A SHAPED NAPTIME TALE®	16	74/588,309	10/17/94	1,962,486	3/12/96
ACTIONCAPS®	16	74/484,062	1/31/94	1,899,858	6/13/95
AMERICAN FREEDOM LIBRARY		75/490,807			
AMERICAN REFERENCE LIBRARY		75/474,548			
AN EASIER START MOVIE STORYBOOK®	16	75/290,940	5/13/97	2,219,659	1/19/99
AN EASIEST START MOVIE STORYBOOK®	16	75/290,941	5/13/97	2,219,660	1/19/99
AN EASY START MOVIE STORYBOOK®	16	75/290,942	5/13/97	2,219,661	1/19/99
ARTISTS & WRITERS GUILD AND DESIGN®	16	74/335,502	11/30/92	1,833,320	4/26/94
ARTISTS & WRITERS GUILD BOOKS AND DESIGN®	16	74/387,253	5/6/93	1,863,202	11/15/94

SCHEDULE 1-B-1**MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)****Registrant/Applicant: Golden Books Publishing Company, Inc.**

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
ARTISTS & WRITERS GUILD BOOKS®	16	74/601,087	11/21/94	1,925,445	10/10/95
BATHS WITH LAUGHS®	16	74/627,939	1/31/95	2,049,627	4/1/97
BATTLE OF THE DINOSAURS®	28	74/339,520	12/14/92	1,811,618	12/14/93
BIG FUN SOUNDS®	16	74/459,984	11/18/93	1,903,555	7/4/95
BIG LITTLE BOOK®	16	72/322,022	3/18/69	902,127	11/10/70
BROADWAY COMICS	16	74/636,878	2/21/95	2,012,719	10/29/96
BUG OFF®	28	73/284,455	11/3/80	1,202,874	7/27/82
CAMP STEP AHEAD®	16	74/206,160	9/23/91	1,749,391	1/26/93
COLOR EXPRESS®	16	74/312,504	9/10/92	1,820,601	2/8/94
COLOR EXPRESS® (Stylized)	16	74/312,505	9/10/92	1,820,602	2/8/94
COLOR SURPRISE®	16	75/045,010	11/13/95	2,171,617	7/7/98
CREATURECAPS®	16	74/484,065	1/31/94	1,904,989	7/11/95
CUSTOM PUBLISHING®	42	73/823,525	11/24/89	1,591,540	4/10/90
DESIGNS BY ME		75/564,883			
DESIGNS BY ME®	16	74/497,668	3/7/94	1,904,990	7/11/95
DISORDERLY CONDUCT®	28	74/462,076	11/8/93	1,861,056	11/1/94
EAGER READER® (Stylized)	16	73/031,897	9/12/74	1,017,999	8/12/75

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
FATALE®	16	74/680,875	5/26/95	2,007,250	10/8/96
FEDERAL REFERENCE LIBRARY		75/525,598			
FIRST FUN & DESIGN® (Blocks Logo)*	16	74/155,207	4/8/91	1,671,116	1/7/92
FIRST FUN®*	16	73/366,090	5/24/82	1,229,737	3/8/83
FLIPFLEX®	28	74/282,269	6/8/92	1,780,872	7/6/93
FLY CAPS®	16	74/609,940	12/12/94	1,980,272	6/11/96
FLYING FRENCH FRIES®	28	74/305,497	8/19/92	1,848,260	8/2/94
FRAME-TRAY®	28	232,861	9/26/79	1,190,096	2/16/82
FRAME-TRAY®	28	75/169,279	9/20/96	2,105,180	10/14/97
FURRY FACE®	16	74/417,311	7/26/93	1,870,544	12/27/94
GIANT STICKER FUN®	16	74/155,203	4/8/91	1,690,141	6/2/92
GIRL TALK AND DESIGN®	16	73/739,904	7/11/88	1,590,824	4/10/90
GIRL TALK®	9	74/505,185	3/25/94	1,884,772	3/21/95
GIRL TALK®	16	72/391,235	5/6/71	925,538	12/14/71
HEAR! HEAR!®	16	74/479,496	1/18/94	1,906,516	7/18/95
HOME REFERENCE LIBRARY		75/525,599			
HOTSCOPES®	16	74/336,729	12/4/92	1,819,484	2/1/94
HUBCAPS®	16	74/484,063	1/31/94	1,899,859	6/13/95
JR. GOLFER				2,168,710	
KNIGHTS ON BROADWAY	16	75/146,679	8/7/96	2,091,091	8/26/97
LEARN WITH ME®	9	73/315,954	6/22/81	1,202,566	7/27/82

*Currently registered under the name "Western Publishing Company, Inc. We are in the process of recording the name change to "Golden Books Publishing Company, Inc."

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
LITERATURE REFERENCE LIBRARY		75/481,031			
LITTLE LOOK-IN®	16	74/267,183	3/11/93	1,846,217	7/19/94
LITTLE LULU®	16	72/419,687	3/27/72	958,607	5/8/73
LITTLE LULU®	16	72/420,496	4/5/72	959,441	5/22/73
LITTLE LULU®	16	72/436,008	9/18/72	962,620	7/3/73
LITTLE LULU®	16	72/460,870	6/20/73	990,189	8/6/74
MAGIC CORNER®	16	74/417,029	7/26/93	1,865,270	11/29/94
MAGIC SLATE PLUS®	28	74/058,604	5/14/90	1,642,916	4/30/91
MAGIC SLATE®	28	73/495,446	8/17/84	1,329,834	4/9/85
MAGNUS ROBOT FIGHTER®	16	74/335,510	11/30/92	1,860,373	10/25/94
MARK & SEE®	16	73,793,534	4/13/89	1,570,907	12/12/89
MATHEMATICS REFERENCE LIBRARY		75/481,197			
MERRIGOLD & DESIGN® (Flower with Smiling Face Logo)	16	74/319,373	10/2/92	1,820,606	2/8/94
MERRIGOLD PRESS & DESIGN® (Flower Logo)	16	74/533,161	6/3/94	1,924,620	10/3/95
MERRIGOLD PRESS & DESIGN® (Flower Logo)	28	75/037,204	12/26/95	2,124,229	12/23/97
MERRIGOLD PRESS & DESIGN® (Children Reading Logo)	16	73/624,815	10/9/86	1,443,120	6/16/87
MERRIGOLD PRESS®	16	73/317,363	7/2/81	1,202,005	7/20/82
MY FIRST SOUND STORY®	16	75/046,586	1/22/96	2,065,939	5/27/97
NATURE SHAPE®	16	74/393,082	5/21/93	1,860,388	10/25/94
PAINT WITH WATER & DESIGN® (Rainbow Logo)	16	73/437,696	8/3/83	1,301,577	10/23/84

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
PAT THE BUNNY**		75/649,680			
PAT THE BUNNY®**	28	73/702,316	12/21/87	1,654,411	8/20/91
PICTUREMATION®	9	73/583,752	2/19/86	1,409,304	9/16/86
PIRATE'S GOLD® (Stylized)	28	74/244,853	2/10/92	1,832,306	4/19/94
PLAY LIGHTS®	16	74/347,274	1/11/93	1,849,257	8/9/94
POPPIN' POPCORN®	28	74/325,782	10/26/92	1,796,011	9/28/93
POWERS THAT BE	16	74/640,345	2/22/95	2,007,137	10/8/96
PRESIDENTIAL REFERENCE LIBRARY		75/481,100			
PRESS 'N' LISTEN®	9	74/479,863	1/18/94	1,875,136	1/24/95
READ AND WEAR™	16	75/294,774	5/20/97	2,192,895	9/29/98
SCIENCE CLOSE-UP®	16	74/163,646	5/6/91	1,710,764	8/25/92
SCRATCH AND SNIFF & DESIGN™	16	75/297,619	5/23/97	2,219,674	1/19/99
SCREAMIN' 3-D™®	16	75/155,258	8/23/96	2,220,767	1/26/99
SCUFFY THE TUGBOAT		75/622,940			
SCUFFY THE TUGBOAT™®	16	75/028,582	12/6/95	2,062,768	5/20/97
SEE-A-WORD®	16	73/310,734	5/18/81	1,196,233	5/25/82
SEEK AND PEEK®	28	73/281,973	10/16/80	1,196,919	6/1/82
SHADOW STATE	16	74/640,350	2/22/95	2,065,561	5/27/97
SHAPE 'N' TAPE®	9	74/479,114	1/14/94	1,949,492	1/16/96
SIGHT 'N' SOUND®	16	74/489,923	1/14/94	1,880,593	2/28/95
SILLY SOUND STORIES®	28	74/522,695	5/10/94	1,932,371	10/31/95
SOLAR MAN OF THE ATOM®	16	74/343,085	12/24/92	1,794,948	9/28/93

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
SONG STEPPER®	16	74/259,574	3/27/92	1,766,709	4/20/93
SORT-A-SILLY®	28	74/434,328	9/7/93	1,890,635	4/18/95
SOUND OFF® (Stylized)	28	74/244,851	2/10/92	1,772,487	5/18/93
SOUND PICTURES®	28	74/696,194	7/3/95	2,007,265	10/8/96
SOUND STORY & DESIGN® (Blocks Logo)	16	73/831,591	10/16/89	1,634,014	2/5/91
SOUNDS BY ME & DESIGN®	16	74/511,400	4/8/94	1,926,441	10/10/95
SOUNDS BY ME®	16	74/505,948	3/28/94	1,903,562	7/4/95
SOUNDS OF THE SEASON®	16	74/479,519	1/18/94	1,899,855	6/13/95
STAR SEED	16	75/142,699	7/31/96	2,073,947	6/24/97
STEP AHEAD & DESIGN® (Ladder Logo)	16	74/607,876	12/7/94	1,986,311	7/9/96
STEP AHEAD®	9	74/524,874	5/16/94	1,946,092	1/2/96
STEP AHEAD®	16	74/681,898	5/30/95	1,968,573	4/16/96
STEP AHEAD®	16	73/489,158	7/9/84	1,325,789	3/19/85
STICKALONGS®	16	74/470,315	12/6/93	1,891,731	4/25/95
STICKER FUN®	16	73/315,088	6/17/81	1,202,001	7/20/82
STICKER STARTERS®	16	74/607,877	12/7/94	1,981,706	6/18/96
STORYTIME PLAYSET®	16	74/486,872	1/31/94	1,906,518	7/18/95
SWAT THAT FLY®	28	74/325,781	10/26/92	1,810,139	12/7/93
TALE 'N' TAPE®	9	74/218,965	11/4/91	1,812,763	12/21/93
TAWNY SCRAWNY LION		75/623,329			
TELL-A-TALE®	16	73/822,269	8/28/89	1,588,862	3/27/90
THE GINGHAMS®	16	73/827,581	9/25/89	1,594,210	5/1/90

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)

Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
THE GREENHOUSE A GUIDE TO INDOOR GARDENING®	16	73/234,057	10/5/79	1,170,142	9/22/81
THE LITTLE LULU SHOW		75/495,008			
THE OFFICIAL GIRL TALK FUN CLUB & DESIGN®	42	74/065,724	6/4/90	1,646,428	5/28/91
THE POKY LITTLE PUPPY		75/621,415			
THE POKY LITTLE PUPPY		75/621,134			
THE POKY LITTLE PUPPY®	16	73/724,046	4/22/88	1,529,675	3/14/89
THE RAINBOW WORKS & DESIGN®	16	73/660,694	5/14/87	1,468,297	12/8/87
THE RAINBOW WORKS & DESIGN®	28	73/661,805	5/19/87	1,470,773	12/29/87
THE SAGGY BAGGY ELEPHANT		75/621,902			
THE SAGGY BAGGY ELEPHANT		75/621,125			
THE SCRIBBLER & DESIGN® (Owl Logo)	16	73/238,027	11/5/79	1,182,044	12/15/81
THE SHY LITTLE KITTEN		75/623,330			
THE SHY LITTLE KITTEN		75/622,934			
THE SHY LITTLE KITTEN®	16	74/158,105	4/17/91	1,713,539	9/8/92
THE SUNNY PAGES WESTERN KENTUCKY DIRECTORIES				2,019,249	
THROUGH THE WINDOW®	16	74/417,656	7/26/93	1,848,201	8/2/94
TINY TOTS®	16	74/416,372	7/26/93	1,849,280	8/9/94
TOOTLE		75/622,121			
TOOTLE		75/622,114			
TOUCH 'N' LISTEN®	9	74/479,857	1/18/94	1,875,135	1/24/95

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
TRIXIE BELDEN®	16	91,497	6/24/76	1,060,755	3/8/77
TUBBY®	16; 28	32,508	9/20/74	1,057,536	2/1/77
TUOK DINOSAUR HUNTER®	16	74/341,952	12/14/92	1,812,922	12/21/93
TUOK THE DINOSAUR HUNTER™	28	75/395,946	11/25/97		
TYRANNOCAPS®	16	74/484,061	1/31/94	1,899,857	6/13/95
VISAGE COMICS	16	75/024,920	2/8/96	2,124,250	12/23/97
VISAGE COMICS	41	75/054,919	2/7/96	2,157,295	5/12/98
WAVE & DESIGN®	16	74/358,656	2/11/93	1,825,825	3/8/94
WAVE®	16	74/384,923	4/26/93	1,846,220	7/19/94
WESTERN & DESIGN® (W Logo)	35	72,433,303	8/21/72	954,215	2/27/73
WESTERN PUBLISHING®	42	73/822,618	8/28/89	1,601,559	6/12/90
WESTERN®	35	72/276,268	7/18/67	856,218	9/3/68
WILDLIFECAPS®	16	74/484,064	1/31/94	1,904,988	7/11/95

SCHEDULE 1-B-1

MISCELLANEOUS TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
WORLD HISTORY REFERENCE		75/481,030			
APPLICATIONS					
LEADING TO READING™	35	75/380,629	10/29/97		
LEADING TO READING™	41	75/380,720	10/29/97		
TOTALLY AMAZING®	16	75/462,641	4/2/98	2,256,138	
WE CELEBRATE THE FAMILY SM	28	75/124,104	6/24/96		
THE LITTLE LULU SHOW	41	75/495,008	6/2/98		
COLOR PLUS FUN	16	75/541,720	8/24/98		
SPACE FAMILY ROBINSON™	41	74/462,085	11/8/93		
DRIVE AWAY (WP Ref. 106)* registered under "Western Publishing"	16	73/428,020	5/31/83	1,281,527	6/12/84

A.

"LASSIE" TRADEMARK PROPERTIES
Registered and Pending Trademarks and Service Marks
(U.S. Patent and Trademark Office)
Registrant/Applicant: Golden Books Publishing Company, Inc.

Mark	Int'l Class	Serial No.	Filing Date	Reg. No.	Reg. Date
REGISTRATIONS					
LASSIE	28	74/390,911	5/17/93	2,169,777	6/30/98
LASSIE	3, 5, 6, 18, 21	73/137,918	8/17/77	1,089,519	4/18/78
LASSIE	41	72/034,711	7/31/57	670,403	11/25/58
LASSIE	5	74/507,675	3/31/94	2,000,556	9/17/96
LASSIE	9	74/370,706	3/22/93	2,219,095	1/19/99
LASSIE	16	74/714,226	8/11/95	2,209,373	12/8/98

LONE RANGER

<u>Country</u>	<u>Mark</u>	<u>Reg. No./(Appl. No.)</u>	<u>Reg. Date/(Filing Date)</u>	<u>Class</u>
USA	LONE RANGER	850,146	6/4/68	28
	LONE RANGER	2,116,491	11/25/97	25
	THE LONE RANGER	1,314,682	1/15/85	21
	THE LONE RANGER	770,539	5/26/64	41
	THE LONE RANGER	365,670	3/14/39	16
	LONE RANGER	2,173,208	7/14/98	9
	LONE RANGER	2,169,772	6/30/98)	16
	LONE RANGER	2,139,305	2/24/98	28
	SILVER	1,802,750	11/2/93	21
	Lone Ranger Theme Music	2,155,923	5/12/98	41
	Lone Ranger Theme Music	2,155,924	5/12/98	9

UNDERDOG

A. TRADEMARKS

Trademark

Registration/Application No.

Design (Underdog)

Application No. 75/167,387

UNDERDOG

Registration No. 2,145,933

UNDERDOG

Application No. 75/167,383

UNDERDOG

Application No. 75/182,377

ASSIGNMENT FOR SECURITY

(TRADEMARKS)

WHEREAS, Golden Books Publishing Company, Inc. ("Assignor") has adopted, used and is using the trademarks listed on the annexed Schedule which are registered or for which applications for registration have been filed in the United States Patent and Trademark Office (the "Trademarks");

WHEREAS, Assignor is obligated to the CIT Group/ Business Credit, Inc., a New York corporation, as agent (referred to herein as the "Assignee") for the lenders (the "Lenders") named in the Revolving Credit and Term Loan Agreement, dated as of January 25, 2000, among Assignor, Foothill Capital Corporation as co-agent and as documentation agent, the Lenders, and the Assignee as agent (as the same may be amended, restated, modified or supplemented from time to time, the "Loan Agreement"), and Assignor has entered into a Security Agreement and Mortgage-Trademarks dated as of January 25, 2000 (the "Security Agreement") in favor of Assignee; and

WHEREAS, pursuant to the Security Agreement, Assignor has assigned to Assignee and granted to Assignee a security interest in, and mortgage on, all right, title and interest of Assignor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds and products thereof, including, without limitation, any and all causes of action which may exist by reason of infringement, counterfeiting or unfair competition thereof (the "Collateral"), to secure the payment, performance and observance of the Obligations, as defined in the Security Agreement;

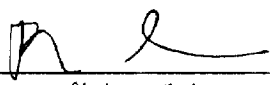
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby grant to Assignee a security interest in, and mortgage on, the Collateral to secure the prompt payment, performance and observance of the Obligations.

Assignor does hereby further acknowledge and affirm that the rights and remedies of Assignee with respect to the assignment of, security interest in and mortgage on the Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are hereby incorporated herein by reference as if fully set forth herein.

Assignee's address is 1211 Avenue of the Americas, New York, New York 10036.

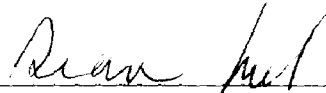
IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed by its officer thereunto duly authorized as of the 26th day of January, 2000.

GOLDEN BOOKS PUBLISHING COMPANY, INC.

By: 
Name: Philip Galanes
Title: Chief Admin. Officer, EVP
General Counsel + Secretary

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On this 26th day of January, 2000, before me personally appeared Philip Galanes, to me known, who, being by me duly sworn, did depose and say that s/he resides at 26 E 10th St. New York NY 10003 and that s/he is the Secretary of Golden Books Publishing Company, Inc. described in and which executed the foregoing instrument and that s/he signed her/his name thereto pursuant to such authority.



Notary Public

SEAN CLIFFORD
Notary Public, State of New York
No. 03060026072
Qualified in Nassau County
Commission Expires June 28, 2001