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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101272073

To the Honorable Commissioner of Patents and Trademarks attached original documents or copy thereof.

1. Name of conveying party(ies):
Hearst Communications, Inc. **JAN 19 AM 10:29**

Individual(s).....
 General Partnership.....
 Corporation-State **Delaware**
 Other

Additional name(s) of conveying party(ies) attached? Yes No

OPR/FINANCE Association Limited Partnership

2. Name and address of receiving party(ies):

Name: **Times Mirror Magazines, Inc.**

Internal Address: _____

Street Address: **Two Park Avenue**

City: **New York** State: **NY** ZIP: **10016**

Individual Citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State **New York**
 Other

If assignee is not domiciled in the United States, a domestic representative designation attached: Yes No
 (Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **01/13/2000**

4. Application number(s) or registration number(s):

A. Trademark Application Nos.(s)
75/094825; 75/094824; 75/094823; 75/094822; 75/165701
75/520075; 75/650562; 75/655511

B. Trademark registration No.(s)
1,946,214
1,909,455
1,934,455

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed.

Name: **Katherine L. McDaniel, Esq.**

Internal Address: **The Times Mirror Company**

Legal C-5

Street Address: **220 W. 1st Street**

City: **Los Angeles** State: **CA** ZIP: **90012**

6. Total number of applications and registrations involved: **11**

7. Total fee (37 CFR 3.41)..... **\$ 290.00**

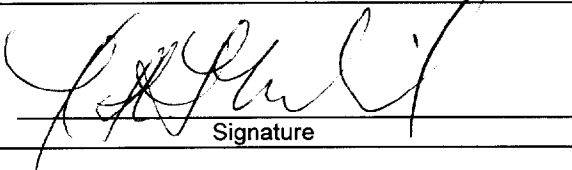
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: **20-1115**

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Katherine L. McDaniel  **1/13/00**

Name of Person Signing Signature Date

02/22/2000 TTON11 00000073 201115 1946214

Total number of pages comprising cover sheet [**25**]

01 FC:481 40.00 CH
02 FC:482 250.00 CH

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

TRADEMARK
REEL: 002024 FRAME: 0205

ASSIGNMENT OF TRADEMARKS AND SERVICE MARKS

WHEREAS, Hearst Communications, Inc., a corporation organized and existing under the laws of the State of Delaware and doing business at 959 Eighth Avenue, New York, NY 10019 has adopted and used the Trademark and Service Mark Registrations listed in Schedule "A" attached hereto; and

WHEREAS, Hearst Communications, Inc. owns the applications listed in Schedule "B" filed in the United States Patent and Trademark Office; and

WHEREAS, Times Mirror Magazines, Inc., a corporation organized and existing under the laws of the State of New York, doing business at 2 Park Avenue, New York, NY 10016 wishes to acquire all of Hearst Communications, Inc.'s right, title and interest in and to the Trademarks and Service Marks listed in Schedule "A" and Schedule "B" together with the goodwill of the business symbolized by the Trademarks and Service Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Hearst Communications, Inc. does hereby assign and transfer unto Times Mirror Magazines, Inc., its successors and assigns, all of Hearst Communications, Inc.'s right, title and interest in and to the Trademarks and Service Marks listed in Schedule "A" and Schedule "B" together with the goodwill of the business symbolized by the Trademarks and Service Marks.

Hearst Communications, Inc.

By: John Whig

Title: Vice President

Dated: January 13, 2000

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

On this 13th day of January, 2000 before me personally came JODIE W. KING to me known, who being by me duly sworn did depose and say; that he resides at 72 SHERWOOD AVE., GREENWICH, CT. 06831, that he is VICE PRESIDENT of Hearst Communications, Inc., the corporation described in and which executed the foregoing instrument; that he knows the seal of the said corporation and that it was so affixed by order of the Board of Directors of said corporation and that ^{HE} he signed his name thereto by like order.

BRIDGETTE FITZPATRICK
Notary Public, State of New York
No. 02F1501202
Qualified in New York County
Commission Expires June 15, 192000

Bridgette Fitzpatrick
Notary Public

Schedule A

TRADEMARKS AND SERVICE MARKS

U. S. A.

Principal Register

REGISTRATION NUMBER

REGISTERED TRADEMARKS

1,946,214

MOTOR BOATING & SAILING & DESIGN

1,909,455

MOTOR BOATING & SAILING & DESIGN

Supplemental Register

REGISTRATION NUMBER

REGISTERED TRADEMARK

1,934,455

MOTOR BOATING & SAILING

Schedule B

TRADEMARKS AND SERVICE MARKS

U. S. A.

<u>APPLICATION NUMBER</u>	<u>TRADEMARK APPLICATIONS</u>
75 / 094,825	MOTOR BOATING & SAILING
75 / 094,824	MOTOR BOATING & SAILING
75 / 094,823	MOTOR BOATING & SAILING
75 / 094,822	MOTOR BOATING & SAILING
75 / 165,701	MOTOR BOATING & SAILING
75 / 520,075	MOTOR BOATING & SAILING
75 / 650,562	MOTOR BOATING & SAILING & DESIGN
75 / 655,511	MOTOR BOATING SINCE 1907 GREAT GEAR & SAILING & DESIGN