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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of

101272074

ne attached original documents or copy thereof.

1. Name of conveying party(ies):
Hearst Communications, Inc.

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

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

2001 JAN 19 AM 10:30

OPR/FINANCE

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: **01/12/2000**

4. Application number(s) or registration number(s):
 A. Trademark Application Nos.(s)
 B. Trademark registration No.(s)
1,155,537
1,006,769

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: **2**

7. Total fee (37 CFR 3.41)..... **\$ 65.00**

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

Name of Person Signing

Signature

1/13/00
Date

02/22/2000 TTOM11 00000072 201115 1155537

Total number of pages comprising cover sheet [**2**]

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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: 0212

ASSIGNMENT OF TRADEMARKS

WHEREAS, Hearst Communications, Inc., a Delaware corporation with offices at 959 Eighth Avenue, New York, New York 10019 has adopted, used and is using the mark MOTOR BOATING & SAILING, which is registered on the principal register in the United States Patent and Trademark Office, Registration No. 1,155,537, dated May 26, 1981, and the trademark MOTOR BOATING & SAILING, which is registered on the supplemental register in the United States Patent and Trademark Office, Registration No. 1,006,769 dated March 11, 1975 (hereinafter the "Trademarks"); and

WHEREAS, Times Mirror Magazines, Inc., a New York corporation, of 2 Park Avenue, New York, New York 10016, is desirous of acquiring all right, title and interest in and to said Trademarks and the registrations thereof;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Hearst Communications, Inc. does hereby assign unto the said Times Mirror Magazines, Inc., all right, title, and interest in and to the said Trademarks, together with the good will of the business symbolized by the Trademarks, and the above identified registrations thereof.

HEARST COMMUNICATIONS, INC.

By: Jodie W King

Title: Vice President

Date: 1-13-2000

STATE OF NEW YORK)

COUNTY OF NEW YORK) ss:

On this 15th day of January, 2000 before me personally came JODIE KING, to me known, who being by me duly sworn did depose and say: that he resides at 72 SHERWOODA 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 signed ^{her} ~~his~~ name hereto by like order.

BRIDGETTE FITZPATRICK
Notary Public, State of New York
No. 02F15012027
Qualified in New York County
Commission Expires June 15, 2001

Bridgette Fitzpatrick
Notary Public