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FORM PTO-1618A
Expires 06/30/99

03-03-2000

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



02-04-2000

U.S. Patent & TMOfc/TM Mail Rcpt Dt. #30

RECORDATION 101281256 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)
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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)
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Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

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01 FC:481 (40.00 OP)
02 FC:482 (375.00 OP)

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Mail documents to be recorded with required cover sheet(s) information to:
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TRADEMARK
REEL: 002029 FRAME: 0057

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)

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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)

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

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.

Alexandra Nicholson

Name of Person Signing



Signature

February 4, 2000

Date Signed

NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Straight Arrow Publishers Company, L.P., a Delaware limited partnership, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 (“Assignor”), is the owner of all the right, title, and interest in and to the trademarks (the “Registered Marks”) set forth in Schedule A attached hereto, the registrations for them, and all associated good will;

WHEREAS, Assignor is the owner of all the right, title, and interest in and to the trademarks for which there are applications pending in the United States Patent and Trademark Office (the “Pending Marks”) set forth in Schedule B attached hereto, the applications for them, and all associated good will;

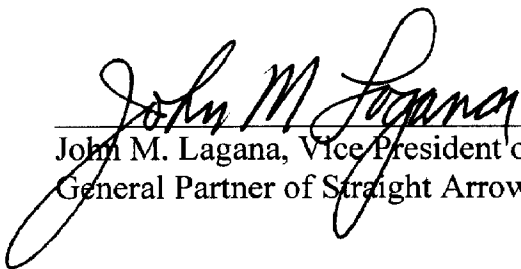
WHEREAS, Assignor intends to use in commerce the marks (the “Intent-to-Use Marks”) set forth in Schedule C attached hereto and has filed applications indicating that intention, but has not yet filed an Allegation of Use under §§1(c) or 1(d) of the Trademark Act;

WHEREAS, Assignor is assigning the Intent-to-Use Marks identified in Schedule C as part of the entire business to which the Intent-to-Use Marks pertain; and

WHEREAS, Rolling Stone LLC, a Delaware limited liability company, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 (“Assignee”), the successor of the ongoing and existing business of Assignor, is desirous of acquiring all right, title and interest in and to the Registered Marks and the registrations associated with them, the Pending Marks and the Intent-to-Use Marks and the applications associated with them, together with the goodwill of the business symbolized by and associated with the Registered Marks, Pending Marks, and Intent-to-Use Marks and their respective registrations and applications and the right to

sue for and recover damages for past infringements of the Registered Marks, Pending Marks, and Intent-to-Use Marks and to stand in the place of Assignor in all matters related thereto;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby transfer and assign to Assignee, its successors and assignees, *nunc pro tunc* as of December 31, 1999, all right, title and interest in and to the Registered Marks and the registrations associated with them, the Pending Marks and the Intent-to-Use Marks and the applications associated with them, together with the goodwill of the business symbolized by and associated with the Registered Marks, Pending Marks, and Intent-to-Use Marks and their respective registrations and applications and the right to sue for and recover damages for past infringements of the Registered Marks, Pending Marks, and Intent-to-Use Marks and to stand in the place of Assignor in all matters related thereto.



John M. Lagana, Vice President of SAP Corporation,
General Partner of Straight Arrow Publishers Company, L.P.

Sworn to before me this
2nd day of February, 2000


Notary Public

TIMOTHY M. WALSH
Notary Public, State of New York
No. 4987425
Qualified In New York County
Certificate Filed in New York County
Commission Expires Oct. 15, 2001

Schedule A

<u>Mark</u>	<u>Registration Number</u>
ROLLING STONE	Reg. No. 1,588,810
ROLLING STONE	Reg. No. 0,952,014
ROLLING STONE	Reg. No. 1,574,947
ROLLING STONE ONLINE (& Design)	Reg. No. 2,028,322
ROLLINGSTONE.COM (& Design)	Reg. No. 2,163,640
THE RECORD (& Design)	Reg. No. 1,213,280
W WENNER MEDIA (& Design)	Reg. No. 2,057,669

Schedule B

<u>Mark</u>	<u>Serial No.</u>
CORRESPONDENCE, LOVE LETTERS & ADVICE	Serial No. 75/689,176
DIGITAL ETC.	Serial No. 75/689,177
RANDOM NOTES	Serial No. 75/689,175
ROLLING STONE (Stylized)	Serial No. 75/591,725
NETBOOK	Serial No. 75/719,512
ROLLING STONE NETBOOK	Serial No. 75/719,510
RS NETBOOK	Serial No. 75/719,511

Schedule C

<u>Mark</u>	<u>Serial No.</u>
DIGITAL ETC.	<u>Intent-to-Use</u> , Serial No. 75/689,723
WHAT'S YOUR PERCEPTION OF REALITY?	<u>Intent-to-Use</u> , Serial No. 75/677,016

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