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Department of Commerce
Trademark Office
JEMARK

02-03-2000

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New

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Document ID #

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Conveyance Type

Assignment License

Security Agreement Nunc Pro Tunc Assignment

Merger

Effective Date
Month Day Year

Change of Name

Other

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

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Name

DBA/AKA/TA

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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
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TRADEMARK
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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

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Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

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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)		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,122,541"/>	<input type="text" value="1,810,267"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2,165,985"/>	<input type="text" value="2,165,986"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1,797,374"/>	<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

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

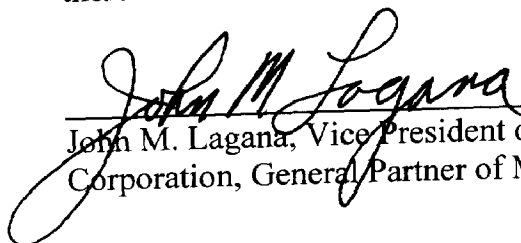
NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, Men's Journal 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 "Marks") set forth on Schedule A attached hereto, the registrations for them, and all associated good will; and

WHEREAS, Men's Journal LLC, a Delaware limited liability company, with its principal place of business at 1290 Avenue of the Americas, New York, New York 10104 ("Assignee"), is desirous of acquiring all, right, title and interest in and to the Marks and the registrations associated with them, together with the goodwill of the business symbolized by and associated with the Marks and their respective registrations and the right to sue for and recover damages for past infringements of the 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 Marks and the registrations associated with them, together with the goodwill of the business symbolized by and associated with the Marks and their

respective registrations and the right to sue for and recover damages for past
infringements of the Marks and to stand in the place of Assignor in all matters related
thereto.



John M. Lagana, Vice President of Men's Journal
Corporation, General Partner of Men's Journal 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
Cert. State Filed in New York County
Cert. Expires Oct. 15, 2002

Schedule A

<u>Mark</u>	<u>Registration Number</u>
MEN'S JOURNAL (& Design)	Reg. No. 2,122,541
MEN'S JOURNAL	Reg. No. 2,165,985
MEN'S JOURNAL	Reg. No. 1,797,374
MEN'S JOURNAL (& Design)	Reg. No. 1,810,267
MEN'S JOURNAL (Stylized)	Reg. No. 2,165,986

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