

03-09-2000

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

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



101285738

RECORDATION FROM COVER SHEET
TRADEMARKS ONLY

MRD
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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
 - Security Agreement
 - Merger
 - Change of Name
 - Other
 - License
 - Nunc Pro Tunc Assignment
- Effective Date
Month Date Year
 June 30, 1999

Conveying Party

Mark if additional names of conveying parties attached

Name SWIMC, Inc.

Execution Date
Month Day Year
 June 30, 1999

Formerly

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of conveying parties attached

Name Scripps Howard Broadcasting Company, d/b/a Home & Garden Television

DBA/AK/TA

Composed of

Address (line 1) 9701 Madison Avenue

Address (line 2)

Address (line 3) Knoxville Tennessee 37932
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 Ohio

03/06/2000 JSHWBAZZ 00000212 75976526

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 975.00 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: 002032 FRAME: 0443

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 (202) 861-1692

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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" value="75/976,526"/>	<input type="text" value="and 30 others"/>	<input type="text"/>	<input type="text" value="2,151,081"/>	<input type="text" value="and 8 others"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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 true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Laurel E. Queeno, Esq.  February 29, 2000

Name of Person Signing Signature Date Signed

Exhibit A

<u>Trademark</u>	<u>Registration No.</u>
Miscellaneous Design	2,151,081
Miscellaneous Design	2,126,383
Miscellaneous Design	2,125,887
ROOM BY ROOM & Design	2,147,974
ROOM BY ROOM & Design	2,126,382
ROOM BY ROOM & Design	2,125,927
ROOM BY ROOM & Design	2,068,072
ROOM BY ROOM	2,148,381
ROOM BY ROOM	2,125,921

<u>Trademark</u>	<u>Serial No.</u>
Miscellaneous Design	75/976,526
Miscellaneous Design	75/582,286
Miscellaneous Design	75/582,285
Miscellaneous Design	75/580,948
Miscellaneous Design	75/580,945
Miscellaneous Design	75/580,944
Miscellaneous Design	75/580,943
Miscellaneous Design	75/580,942
Miscellaneous Design	75/580,868
Miscellaneous Design	75/580,867
Miscellaneous Design	75/580,866
Miscellaneous Design	75/580,865
Miscellaneous Design	75/580,863
Miscellaneous Design	75/580,857
Miscellaneous Design	75/580,852
ROOM BY ROOM & Design	75/569,599
ROOM BY ROOM	75/582,955
ROOM BY ROOM	75/580,988
ROOM BY ROOM	75/580,979
ROOM BY ROOM	75/580,978
ROOM BY ROOM	75/580,977
ROOM BY ROOM	75/580,976
ROOM BY ROOM	75/580,975
ROOM BY ROOM	75/580,949
ROOM BY ROOM	75/580,947
ROOM BY ROOM	75/580,946
ROOM BY ROOM	75/580,864
ROOM BY ROOM	75/580,853
ROOM BY ROOM	75/580,851
ROOM BY ROOM	75/580,850
ROOM BY ROOM	75/567,962

ASSIGNMENT AGREEMENT

SWIMC, Inc., a Delaware corporation with a place of business at 300 Delaware Avenue, Suite 522, New Castle County, Wilmington, Delaware 19801 ("Assignor") for and in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, paid by Scripps Howard Broadcasting Company, d/b/a Home & Garden Television, an Ohio corporation with a place of business at 9701 Madison Avenue, Knoxville, Tennessee 37932 ("Assignee"), the receipt and sufficiency of which is hereby acknowledged, does hereby sell, grant, convey, assign and set over unto Assignee, its successors and assigns, on an exclusive basis all of its right, title and interest in and to the trademarks and service marks and all goodwill associated therewith, together with all registrations thereof and pending applications therefore (collectively, the "Trademarks"), as set forth in Exhibit A attached hereto and made a part hereof.

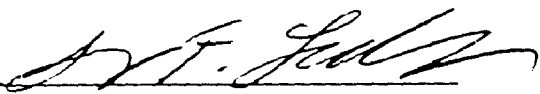
Assignor hereby covenants with Assignee that Assignor is the sole lawful owner of all rights in and to the Trademarks and that Assignor has good right to sell and transfer the same to Assignee.

IN WITNESS WHEREOF, SWIMC, Inc., through its authorized officers, has executed this instrument, effective as of this 30th day of June, 1999, and affixed its corporate seal hereunto.

[SEAL]

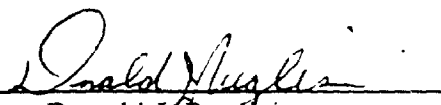
Attest:

By



SWIMC, INC.

By



Donald J. Puglisi
President

STATE OF DELAWARE)
) SS
COUNTY OF NEW CASTLE)

On the 20th day of June, 1999, before me, the subscriber, a Notary Public in and for the State and County aforesaid, personally appeared DONALD J. PUGLISI, who acknowledged himself to be the PRESIDENT of SWTMC, INC., a Delaware corporation, and that he, as such officer being authorized to do so, executed the foregoing ASSIGNMENT AGREEMENT for the purposes therein contained by signing the name of the corporation by himself as such officer.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal.



NOTARY PUBLIC