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04-14-2000

TRADEMARKS ONLY

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To the Honc

101319331

and Trademarks:

Please record the attached original document or copy thereof.

1. Name of Party(ies) conveying an interest

Tudercroft Investments Inc

Entity:

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation State Ontario, Canada
- Other _____

Additional name(s) of conveying party(ies) attached

yes no

2. Name and Address of Party(ies) receiving an interest:

Name: HG Acquisition Corp. d/b/a The Hume Group
 Internal Address: c/o American Marketing Systems, Inc.
 Street Address: 6951 High Grove Blvd.
 City: Burr Ridge
 State/Zip: IL 60521

Entity:

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation State Illinois
- Other _____

Citizenship _____

3. Description of the interest conveyed

- Assignment
- Change of Name
- Other
- Security Agreement
- Merger

Date of execution of attached document: Sept. 30, 1998

If not domiciled in the United States, a domestic representation designation is attached

yes no

(the attached document must not be an assignment)
Additional name(s) and addresses attached:

yes no

4. Application number(s) or registration number(s). Additional sheet attached?

yes no

A. Trademark Application No(s): (see attached sheet)

B. Trademark Registration No.(s): 1,599,513
(see attached sheet)

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

Name: William E. Doran, Sachnoff & Weaver, Ltd.
 Address: 30 South Wacker Drive, Suite 2900
 City: Chicago,
 State/Zip: Illinois 60606

6. Number of applications and registrations involved: 1

- 7. The \$ 40.00 filing fee is enclosed.
- 8. Please charge the \$ _____ filing fee to Deposit Account No. _____
- 9. Please charge any deficiencies in fees or credit any overpayment to Deposit Account No. 19-0011

DO NOT USE THIS SPACE

10. 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

William E. Doran
Name of Person Signing

Signature

March 7, 2000
Date

Total number of pages comprising coversheet: 7

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205556/0001/204020/Version #..2

TRADEMARK
REEL: 002050 FRAME: 0251

INTELLECTUAL PROPERTY ASSIGNMENT

WHEREAS, HUME PUBLISHING COMPANY LIMITED ("HPCL"), a corporation organized and existing under the laws of Ontario, Canada, THE HUME GROUP, INC., a corporation organized and duly existing under the laws of the State of Delaware ("GROUP") and TUDORCROFT INVESTMENTS INC., a corporation organized and existing under the laws of Ontario, Canada ("TUDORCROFT"), are collectively the owners of certain trademarks, copyrights, license rights, know-how and other intellectual property, all of which comprises the "Property Rights" as defined in the Asset Purchase Agreement (as defined below), some of which marks and copyrights were registered in the United States Patent and Trademark Office or the United States Copyright Office, and some of which are unregistered ("Proprietary Rights");

WHEREAS, HG ACQUISITION CORP. d/b/a THE HUME GROUP ("HG") a corporation organized and existing under the laws of Illinois, is desirous of acquiring all the Proprietary Rights, and the registrations therefore, pursuant to the Asset Purchase Agreement of even date herewith, among HG, American Marketing Systems, Inc., Group, Inc., HPCL, Tudorcroft, and J. Trevor Eyton (the "Asset Purchase Agreement"), all of the terms and conditions thereof are incorporated herein and made a part hereof by reference;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, HPCL, GROUP and TUDORCROFT do hereby grant, convey, bargain, sell, assign, transfer and deliver unto HG its successors and assigns, all of HPCL's, GROUP's and TUDORCROFT's right, title and interest in and to the Proprietary Rights, including without limitation, those identified on Exhibit A attached hereto, together with the goodwill of the business as symbolized by the trademarks included in the Proprietary Rights, and the registrations therefor, to have and to hold unto HG, its successors and assigns, forever including the right to take legal action for past infringement thereof.

* * * * *

HUME PUBLISHING COMPANY
LIMITED

By: Fraser
Title: EVP

THE HUME GROUP, INC.

By: James M. Zehel
Title: EVP

TUDORCROFT INVESTMENTS INC.

By: Fraser
Title: Secretary-Treasurer

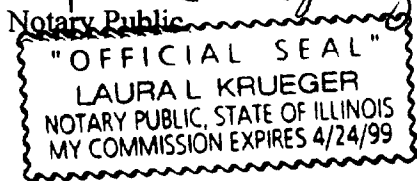
ACCEPTED:

HG ACQUISITION CORP.
d/b/a THE HUME GROUP

By: Mark H. Hest
Title: PRESIDENT

SUBSCRIBED and SWORN to before me
this 30 day of September, 1998.

Laura L. Krueger
Notary Public



[Signature Page to the Intellectual Property Assignment by HPCL, Group and Tudorcroft
and accepted by HG]

TUDORCROFT INVESTMENTS INC.

Registered Trademarks

Registration No.

- | | | |
|----|--|-----------|
| 1. | Advanced Strategies For Successful Investing | 1,604,584 |
| 2. | Financial Planning When Your Time Is Limited | 1,595,005 |
| 3. | The Hume Moneyletter | 1,530,818 |
| 4. | The Money Course | 1,548,751 |
| 5. | Successful Investing and Money management | 1,599,513 |

Unregistered Trademarks

None

Registered Copyrights

See Schedule 2.1(1)-Page 2

Unregistered Copyrights

1. 63 Ways To Cut Your Taxes
2. 7 Great Ways To Invest
3. Cash Savings Strategies
4. How To Cope With Stress
5. How To Cut Government Red Tape
6. 71 Ways To Make The Most Of Your Business Decisions
7. How To Take Money Out Of Your Company
8. How To Make Money Using Controlled-Risk Strategies
9. How To Make Big Profits In Single Family Homes And Apartments
10. How To Make Big Profits In Real Estate Foreclosure
11. The Money Stock Selection Secrets
12. Real Estate Calculator
13. And all items listed on Schedule 2.1(1)-Pages 3, 4 and 5

Other

1. Hume Financial Education Services (Tradename)
2. Trademark And Copyright Licensing Agreement between Hume Publishing Inc. and The Hume Group, Inc. dated May 15, 1993