

2 \$

04/03/00

04-27-2000

Form PTO-1564  
08/31/92

REC



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101365418

To the Honorable Commissioner of Patents and Trademarks:  
Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

INTERNATIONAL DATA GROUP, INC.  
5 Speen Street  
Framingham, Massachusetts 01701-9192

- ☐ Individual(s) ☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-Massachusetts  
☐ Other \_\_\_\_\_



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

2. Name and address of receiving party(ies):

IDG BOOKS WORLDWIDE, INC.  
919 E. Hillsdale Boulevard  
Suite 400  
Foster City, California 94404

- ☐ Individual(s) citizenship \_\_\_\_\_  
☐ Association \_\_\_\_\_  
☐ General Partnership \_\_\_\_\_  
☐ Limited Partnership \_\_\_\_\_  
☒ Corporation Delaware  
☐ Other \_\_\_\_\_

3. Nature of conveyance:

- ☒ Assignment  
☐ Merger  
☐ Security Agreement  
☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: March 20, 2000

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from Assignment)  
Additional names(s) & address(es) attached? ☐ Yes ☐ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)  
  
75/287,510

B. Trademark registration No.(s)

Additional numbers attached? ☐ Yes ☒ No

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

Name: **Mark B. Harrison, Esq.**  
  
Internal Address: **VENABLE**  
  
Street Address: **1201 New York Ave, N.W.  
Suite 1000  
Washington, D.C. 20005-3917**

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41) ..... \$ 40.00  
☒ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

22-0261

(Attach duplicate copy of this page if paying by deposit account)

04/26/2000 DNGUYEN 00000368 75287510  
01 FC:481

DO NOT USE THIS SPACE

(40.00 OP)

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.

Mark B. Harrison, Esq.  
Name of Person Signing

Signature

4/3/00  
Date

Total number of pages comprising cover sheet: 1

# A S S I G N M E N T

WHEREAS, International Data Group, Inc. a Massachusetts corporation having its address at 5 Speen Street, Framingham, Massachusetts 01701(hereinafter "Assignor"), is the owner of United States Trademark Application Serial No. 75/287510 filed May 6, 1997 for the mark MAKE ME SMART and of the trademark shown in said application, and of the goodwill of the business symbolized by said mark;

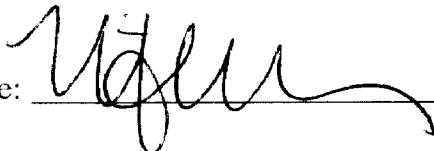
AND WHEREAS, IDG Books Worldwide, Inc., a Delaware corporation, having its address at 919 E. Hillsdale Boulevard, Foster City, California 94404 (hereinafter "Assignee"). is desirous of acquiring the entire right, title and interest in and to the said United States trademark application, and the trademark shown in said application, the goodwill of the business symbolized by said mark, and the right to conduct business in the United States under the mark;

AND WHEREAS, Assignee is the successor to that portion of the Assignor's business to which the mark pertains;

NOW THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said United States trademark application, and the trademark shown in the said application together with the goodwill of the business symbolized by said mark, the right to sue for past infringement, and the right of Assignor to conduct business under said trademark.

Done, this 20<sup>th</sup> day of March, 2000.

International Data Group, Inc.

Signature: 

Name: Miriam R. Karlin

Title: Assistant Clerk