

05-08-2000



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RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

4-19-00

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

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

Execution Date
Month Day Year

Name

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/AKATA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)
City State/Country Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

05/05/2000 BCDATES 00000123 75452351

01 FC:401
02 FC:402

40.00 OP
100.00 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

REEL: 002067 FRAME: 0177

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)

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)

<input type="text" value="75-452,351"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

<input type="text" value="1,487,531"/>	<input type="text" value="2,237,340"/>	<input type="text" value="2,242,114"/>
<input type="text" value="2,159,944"/>	<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 a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Naomi S. Rhodes

Name of Person Signing

Signature

Date Signed

TRADEMARK ASSIGNMENT

WHEREAS, MEDIA PUBLISHING INTERNATIONAL, LLC, a limited liability company organized and existing under the laws of the State of California, with its principal place of business located at 7083 Hollywood Boulevard, #501, Hollywood, California 90028 (hereinafter called the "Assignor"), has adopted and is using trademarks which are registered with the United States Patent and Trademark Office or has filed applications for the registration of certain trademarks with the United States Patent and Trademark Office which are identified by registration number or by application serial number on the attached Schedule A (hereinafter called the "Trademarks"); and

WHEREAS, CAHNERS BUSINESS INFORMATION, a division of Reed Elsevier Inc., organized and existing under the laws of Massachusetts, having an address at 245 West 17th Street, New York, New York 10011 (hereinafter called the "Assignee"), is desirous of acquiring the Trademarks registrations or applications for registration of the Trademarks.

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by the Assignor, the Assignor by these presents sells, transfers, assigns and conveys unto the Assignee, Assignor's entire right, title and interest in and to the Trademarks, the registrations and applications for registration thereof, including, as specifically herein identified, Assignor's right to recover for past infringement of the Trademarks, together with the goodwill of the business symbolized by the Trademarks and by the registrations and the applications for registration of the Trademarks.

IN WITNESS WHEREOF, this assignment has been executed by a duly authorized officer of the Assignor this 9th day of March, 2000.

MEDIA PUBLISHING INTERNATIONAL, LLC


By: 
Name: Giles Goodhead
Title: General Manager

Acknowledgment

State of New York)
 : SS.:
County of New York)

On the 9th day of March in the year 2000 before me personally came Giles Goodhead to me known, who, being by me duly sworn, did depose and say that he resides at 10420 Scenario Lane, Los Angeles, California 90077; that he is the General Manager of Media Publishing International, LLC, the limited liability company described in and which executed the above instrument; and that he signed his name thereto by authority of the Board of Managers of said limited liability company.

Witness my hand and official seal.


DANI WEINSTEIN
Notary Public, State of New York
No. 01WE4706911
Qualified in Nassau County
Commission Expires July 31, 2001

SCHEDULE A

Federal Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Serial No.</u>	<u>File Date</u>
LA 411	1,487,531	5/10/1988	73-648,835	3/11/1987
L.A. 411	2,237,340	4/6/1999	75-226,448	1/16/1997
411 ONLINE	2,242,114	4/27/1999	75-381,265	10/29/1997
CYphon	2,159,944	5/26/1998	75-145106	8/5/1996
NY 411			75-452351	3/18/1998

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RECORDED: 04/19/2000

TRADEMARK
REEL: 002067 FRAME: 0180