

05-09-2000

04/17/00



101350497

To the Honorable Commissioner of Patents
thereof.

Attached original documents or copy

1. Name of conveying party:
Profile Pursuit Incorporated

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

2. Name and address of receiving party(ies):
Name: Profile Pursuit Inc.
(a Delaware corporation)
Address: 535 Fifth Avenue, 28th Flr.
City: New York State: NY Zip: 10017
Additional name(s) & address(es) attached? No

3. Nature of Conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other Owner as of filing date was Profile Pursuit Incorporated

Execution Date: 3/29/00

2ND APR 17 PM 3:00
OPR/FINANCE

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

A. Trademark Application Nos.:

Additional numbers attached? Yes No

B. Trademark Nos.:
2,129,095

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

Name: David J. Brezner
Internal Address: FLEHR HOHBACH TEST
ALBRITTON & HERBERT LLP, Suite 3400

Street Address: FOUR EMBARCADERO CENTER
City: SAN FRANCISCO
State: CA Zip: 94111-4187

6. Total number of applications
and trademarks involved 1

7. Total fee (37 CFR 3.41):.....\$ 40.00.
 Enclosed

8. Deposit account number: 06-1300
Please debit any underpayment or credit any
overpayment to the above deposit account.

Our Order No. TA-65385/DJB
(Attach duplicate of this page if paying by deposit
account)

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DO NOT USE THIS SPACE

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(40.00 DP)

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.

David J. Brezner
Reg. No. 24,774
Name of Person Signing David J. Brezner Signature March 31, 2000 Date

Total number of pages including cover sheet, attachments and document: [6]

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, DC 20231

File No. TA-65385/DJB

ASSIGNMENT

WHEREAS, PROFILE PURSUIT INCORPORATED, a corporation organized and existing under the laws of the State of California and located at 230 California Street, San Francisco, CA 94111, (hereinafter "Assignors"), is the owner of record of all right, title and interest in U.S. Trademark Applications and Registrations set forth on attached Schedule A (herein the "Trademark Applications and Registrations"), and the goodwill therein;

WHEREAS, PROFILE PURSUIT INC., a corporation organized and existing under the laws of the State of Delaware, located at 535 Fifth Avenue, 28th Floor, New York, New York 10017 (hereinafter as the "Assignee"), has acquired as of January 20, 2000 (hereinafter the "effective date"), all of the business interests relating to the Trademark Applications and Registrations and all right, title, and interest in, and the goodwill therein;

NOW, THEREFORE: In consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignors do hereby assign unto Assignee Nunc Pro Tunc their entire right, title and interest in and to said Trademark Applications and Registrations, together with the goodwill of the business symbolized by the same.

Dated: 3.29.00 By: _____

Profile Pursuit Incorporated
Name: Howard Shaw
Title: President

NY02:254023.1

SCHEDULE A

DOLCE VITA

Goods: Printed publications, namely, magazines in the bridal and wedding industry in Class 16

Filed: March 10, 1997

Reg. No.: 2129095

Reg. Date: January 13, 1998