

05-15-2000



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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 <u>4.17.00</u>		Conveyance Type	
<input checked="" type="checkbox"/> New	<input type="checkbox"/> Resubmission (Non-Recordation) Document ID # _____	<input checked="" type="checkbox"/> Assignment	<input type="checkbox"/> License
<input type="checkbox"/> Correction of PTO Error Reel # _____ Frame # _____	<input type="checkbox"/> Corrective Document Reel # _____ Frame # _____	<input type="checkbox"/> Security Agreement	<input type="checkbox"/> Nunc Pro Tunc Assignment
		<input type="checkbox"/> Merger	Effective Date Month Day Year <u>03/01/2000</u>
		<input type="checkbox"/> Change of Name	
		<input type="checkbox"/> Other _____	

Conveying Party Mark if additional names of conveying parties attached

Name Chronicle Publishing Company, The Execution Date
Month Day Year 03/16/2000

Formerly _____

Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Nevada

Receiving Party Mark if additional names of receiving parties attached

Name Chronicle Books LLC

DBA/AKA/TA _____

Composed of _____

Address (line 1) 85 Second Street

Address (line 2) 6th Floor

Address (line 3) San Francisco California 94105
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 Limited Liability Company

Citizenship/State of Incorporation/Organization Delaware

FOR OFFICE USE ONLY

05/11/2000 15H06RZZ 00000174 2117409
01 RC:481
02 RC:487
40.00 UP
100.00 UP

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: 002072 FRAME: 0081

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)

Registration Number(s)

<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" value="2117899"/>	<input type="text" value="1818904"/>	<input type="text" value="1959158"/>
<input type="text" value="1842352"/>	<input type="text" value="2138376"/>	<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.

Martin A. Jaffe
Name of Person Signing

Martin A. Jaffe
Signature

3/29/2000
Date Signed

ASSIGNMENT OF TRADEMARKS (FEDERAL)

This Assignment of Trademarks ("Assignment") is made as of March 1, 2000 by The Chronicle Publishing Company, a Nevada corporation ("Seller"), having its principal place of business at 901 Mission Street, San Francisco, California 94103, to Chronicle Books LLC, a Delaware limited liability company ("Buyer"), having its principal place of business at 85 Second Street, 6th Floor, San Francisco, California 94105.

RECITALS

1. Seller owns the trademarks listed on Exhibit A and Exhibit B hereto (the "Marks").
2. Seller desires to transfer and assign to Buyer all of its rights to the Marks, and the business goodwill symbolized thereby.

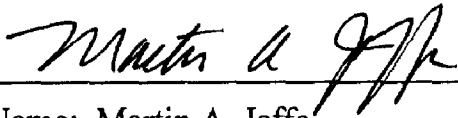
AGREEMENT

NOW, THEREFORE, in consideration of the recitals set forth above and other good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby assigns to Buyer all right, title to, and interest in the Marks, and the goodwill of the business symbolized thereby, together with all claims for damages and equitable relief by reason of past infringement of the Marks by any party or parties.

[SIGNATURE PAGE TO FOLLOW.]

IN WITNESS WHEREOF, Seller has executed this Assignment of Trademarks
(Federal) as of the date first written above.

THE CHRONICLE PUBLISHING COMPANY,
a Nevada corporation

By: 
Name: Martin A. Jaffe
Title: Vice President

TRADEMARK ASSIGNMENT (Registrations)

WHEREAS, The Chronicle Publishing Company (Assignor), a Nevada corporation having its place of business at 901 Mission Street, San Francisco, CA 94103, is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

Trademark	Reg. No.	Reg. Date
MASTERPIECE EDITION	2,117,899	December 2, 1997
CHRONICLE BOOKS	1,818,904	February 1, 1994
GIFTWORKS CHRONICLE BOOKS and Design	1,959,158	February 27, 1996
BOOK CARDS CHRONICLE BOOKS and Design	1,842,352	June 28, 1994

WHEREAS, Chronicle Books LLC (Assignee), a Delaware Limited Liability company, having its principal place of business at 82 2nd Street, 6th Floor, San Francisco, CA 94103, is desirous of acquiring said trademarks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor, does hereby assign unto Assignee, all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications and registrations thereof.

Signed at San Francisco, CA, this 16th day of March, 2000.

Assignor

By: W. Ronald Ingram
Name: W. Ronald Ingram
Title: Secretary

TRADEMARK ASSIGNMENT (Registrations)

WHEREAS, **Chronicle Books, a Division of Chronicle Publishing Company** (Assignor), a Nevada corporation having its place of business at **901 Mission Street, San Francisco, CA 94103**, is the owner of the following trademarks now registered in the United States Patent and Trademark Office:

Trademark	Reg. No.	Reg. Date
MASTERPIECE EDITION	2,138,376	February 28, 1998

WHEREAS, **Chronicle Books LLC (Assignee)**, a Delaware Limited Liability company, having its principal place of business at **82 2nd Street, 6th Floor, San Francisco, CA 94103**, is desirous of acquiring said trademarks,

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, **Assignor**, does hereby assign unto **Assignee**, all right, including common law rights, title and interest in the United States of America and all other countries and jurisdictions of the world in and to said trademarks together with the goodwill of the business symbolized by said trademarks and applications and registrations thereof.

Signed at San Francisco, CA, this 16th day of March, 2000.

Assignor

By: W. Ronald Ingram
Name: W. Ronald Ingram
Title: Secretary