

05/21/00

05-16-2000

101A

Patent and Trademark Office

RECORDED

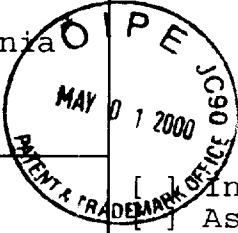


U.S. DEPARTMENT OF COMMERCE

To the Honorable Commission 101358900 the attached original documents or copy thereof.

rks: Please record

|  |   |
|--|---|
| <p>1. Name of conveying party(ies):<br/>Primedia Enthusiast Publications, Inc.</p> <p>[ ] Individual [ ] Association<br/>[ ] General Partnership<br/>[ ] Limited Partnership<br/>[X] Corporation-State Pennsylvania<br/>[ ] Other:</p> | <p>2. Name and address of receiving party(ies):</p> <p>Name: Celtic Moon Publishing, Inc.<br/>Address: 4720 Carlisle Pike<br/>Mechanicsburg, PA 17055</p>   |
| <p>Additional party(ies) attached?</p> <p>Nature of Conveyance:</p> <p>[X] Assignment [ ] Merger<br/>[ ] Change of Name<br/>[ ] Other _____</p> <p>Execution Date: 12/15/1999</p>  | <p>[ ] Individual Citizenship<br/>[ ] Association<br/>[ ] General Partnership<br/>[ ] Limited Partnership<br/>[X] Corporation State Pennsylvania<br/>[ ] Other<br/>[ ] Domestic Representative</p> <p>Attached Additional names &amp; addresses? No</p> |



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

|   |  |
|---|--|
| <p>A. Trademark Application No.(s)<br/>75/565,370</p> | <p>B. Registration No.(s)<br/>2,233,088, 2,270,217, 2,225,245,<br/>2,157,921, 2,119,356, 1,386,764</p> |
|---|--|

Additional number attached?

|   |  |
|---|--|
| <p>5. Party to whom correspondence concerning this document should be mailed:</p> <p>Thomas J. Vande Sande, Esquire<br/>Hall, Priddy, Myers &amp; Vande Sande<br/>10220 River Road, Suite 200<br/>Potomac, Maryland 20854</p> | <p>6. Total number of applications or registrations involved: <u>7</u></p> <p>7. Total Fee (37 CFR 3.41) \$<u>190.00</u></p> <p><u>X</u> Enclosed Check No. <b>6677</b></p> <p>_____ Charge to Deposit Account</p> <p>_____ Charge insufficient funds</p> <p>8. Deposit account No.: 50-0555</p> |
|---|--|

05/16/2000 DNGUYEN 00000025 75565370

01 FC:481  
02 FC:482

( 40.00 OP  
150.00 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.

Thomas J. Vande Sande \_\_\_\_\_ 4/23/00  
Name of person signing Signature Date

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

## TRADEMARK ASSIGNMENT

**TRADEMARK ASSIGNMENT**, made as of December 15, 1999, between PRIMEDIA Enthusiast Publications, Inc., a Pennsylvania corporation ("Assignor"), and Celtic Moon Publishing, Inc., a Pennsylvania corporation ("Assignee").

**WHEREAS**, Assignor, with offices at 260 Madison Avenue, New York, NY, 10016, has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Schedule A attached hereto (collectively, the "**Marks**") and is the owner of the registrations and pending applications, if any, listed on Schedule A;

**WHEREAS**, Assignee, with offices at 4720 Carlisle Pike, Mechanicsburg, PA 17055, desires to acquire the Marks and the registrations and applications thereof; and

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, its entire right, title and interest, whether statutory or at common law, in and to these Marks throughout the world, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, including but not limited to all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

Assignor agrees to execute any further papers and to do such other acts (without the expenditure of funds) as may be necessary and proper to vest full title in and to the Marks in the Assignee.

IN WITNESS WHEREOF, the Assignor has executed this Trademark Assignment as of the date first written above.

PRIMEDIA MAGAZINES INC.

By: *Ann M. Riposani*  
Name: Ann M. Riposani  
Title: Assistant Secretary

assign

2

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TRADEMARK  
REEL: 002073 FRAME: 0065

SCHEDULE A

TRADEMARKS OWNED BY  
PRIMEDIA ENTHUSIAST PUBLICATIONS, INC.  
RELATED TO  
EARLY AMERICAN HOMES

| <u>Mark</u>   | <u>Classes</u> | <u>App/Reg. #</u> | <u>Reg. Date</u> |
|---|----------------|-------------------|------------------|
| EARLY AMERICAN HOMES                                      | 42             | 2233088           | 3/16/99          |
| EARLY AMERICAN HOMES                                      | 16             | 2119356           | 12/9/96          |
| TRADITIONAL AMERICAN CRAFTS EARLY AMERICAN HOMES & Design | 35             | 2270217           | 8/17/99          |
| TRADITIONAL AMERICAN CRAFTS & Design                      | 42             | 75/565370         | 10/5/98          |
| EARLY AMERICAN LIFE                                       | 16             | 1386764           | 3/18/86          |
| DIRECTORY OF TRADITIONAL AMERICAN CRAFTS                  | 16             | 2157921           | 5/12/98          |
| SIDE BY SIDE & Design                                     | 41             | 2225245           | 2/23/99          |

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. 75/565,370 :  
: Celtic Moon Publishing, Inc. :  
: Acty. Dkt. No. 4044.110  
Filed: October 5, 1998 :  
: For: TRADITIONAL AMERICAN CRAFTS :  
: and Design :



Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Sir:

POWER OF ATTORNEY  
AND REVOCATION OF PRIOR POWERS

As owner of the entire interest in the above-identified application, all powers of attorney previously given are hereby revoked and the following attorneys are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith:

Thomas J. Vande Sande  
Geoffrey R. Myers  
Robert R. Priddy  
William D. Hall  
Matthew A. Pequignot  
HALL, PRIDDY, MYERS & VANDE SANDE  
10220 River Road, Suite 200  
Potomac, MD 20854  
Telephone: (301) 983-2500  
Facsimile: (301) 983-2100

Serial No. 75/565,370

Please direct all correspondence and telephone calls to Thomas J Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date .... 4/13/00

By Sherry Ritchey  
Sherry Ritchey, President

Registration No. 2,233,088 :  
 :  
 Celtic Moon Publishing, Inc. :  
 :  
 Registered Date: March 16, 1999 : Atty. Dkt. No. 4044.120  
 :  
 Filed: P.R. September 26, 1997 & :  
 AM S.R. October 26, 1998 :  
 :  
 For: EARLY AMERICAN HOMES :



Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

Sir:

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AND REVOCATION OF PRIOR POWERS

As owner of the entire interest in the above-identified registration, all powers of attorney previously given are hereby revoked and the following attorneys are hereby appointed to transact all business, including, but not limited to, the recordation of assignments, in the Patent and Trademark Office in connection therewith:

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 Robert R. Priddy  
 William D. Hall  
 Matthew A. Pequignot  
 HALL, PRIDDY, MYERS & VANDE SANDE  
 10220 River Road, Suite 200  
 Potomac, MD 20854  
 Telephone: (301) 983-2500  
 Facsimile: (301) 983-2100

Registration No. 2,233,088

Please direct all correspondence and telephone calls to Thomas J. Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date

4/25/00

By

Sherry Ritchey

Sherry Ritchey, President





Registration No. 2,270,217 :  
 :  
 Celtic Moon Publishing, Inc. :  
 :  
 Registered Date: August 17, 1999 : Atty. Dkt. No. 4044.170  
 :  
 Filed: August 15, 1997 :  
 :  
 For: TRADITIONAL AMERICAN CRAFTS :

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

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 10220 River Road, Suite 200  
 Potomac, MD 20854  
 Telephone: (301) 983-2500  
 Facsimile: (301) 983-2100

Registration No. 2,270,217

Please direct all correspondence and telephone calls to Thomas J. Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date 4/25/00

By Sherry Ritchey  
Sherry Ritchey, President



Registration No. 2,225,245 :  
 :  
 Celtic Moon Publishing, Inc. :  
 :  
 Registered Date: February 23, 1999 : Atty. Dkt. No. 4044.130  
 :  
 Filed: July 16, 1997 :  
 :  
 For: SIDE BY SIDE :

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

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 William D. Hall  
 Matthew A. Pequignot  
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 Potomac, MD 20854  
 Telephone: (301) 983-2500  
 Facsimile: (301) 983-2100

Registration No. 2,225,245

Please direct all correspondence and telephone calls to Thomas J. Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date 4/25/00

By Sherry Ratchey  
Sherry Ratchey, President



Registration No. 2,157,921 :  
: Celtic Moon Publishing, Inc. :  
: Registered Date: May 12, 1998 : Atty. Dkt. No. 4044.140  
: Filed: July 16, 1997 :  
: For: DIRECTORY OF TRADITIONAL :  
: AMERICAN CRAFTS :

Assistant Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3513

Sir:

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Robert R. Priddy  
William D. Hall  
Matthew A. Pequignot  
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10220 River Road, Suite 200  
Potomac, MD 20854  
Telephone: (301) 983-2500  
Facsimile: (301) 983-2100

Registration No. 2,157,921

Please direct all correspondence and telephone calls to Thomas J. Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date 4/25/00

By Sherry Ritchey  
Sherry Ritchey, President



Registration No. 2,119,356 :  
 :  
 Celtic Moon Publishing, Inc. :  
 :  
 Registered Date: December 9, 1997 : Atty. Dkt. No. 4044.150  
 :  
 Filed: September 13, 1996 :  
 :  
 For: EARLY AMERICAN HOMES :

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

Sir:

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 Geoffrey R. Myers  
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 William D. Hall  
 Matthew A. Pequignot  
 HALL, PRIDDY, MYERS & VANDE SANDE  
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 Potomac, MD 20854  
 Telephone: (301) 983-2500  
 Facsimile: (301) 983-2100

Registration No. 2,119,356

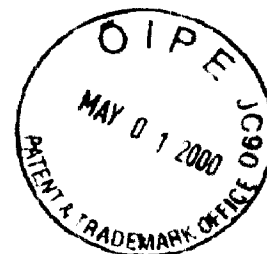
Please direct all correspondence and telephone calls to Thomas J. Vande Sande at the above address and phone number.

Celtic Moon Publishing, Inc.

Date 4/25/00

By Sherry Ritchey  
Sherry Ritchey, President





Registration No. 1,386,764 :  
 :  
 Celtic Moon Publishing, Inc. :  
 :  
 Registered Date: March 18, 1986 : Atty. Dkt. No. 4044.160  
 :  
 Filed: April 25, 1985 :  
 :  
 For: EARLY AMERICAN LIFE :

Assistant Commissioner for Trademarks  
 2900 Crystal Drive  
 Arlington, VA 22202-3513

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