

05-17-2000



TRADEMARK

Docket No. 3941-4001

IN THE UNITED

101359675

MARK OFFICE

TRADEMARK RECORDATION COVER SHEET

4/21/00

HON. COMMISSIONER OF PATENTS AND TRADEMARKS
BOX ASSIGNMENTS
Washington, D.C. 20231

3100 APR 21 AM 10:06
OPR/FINANCE

Sir:

Please record the attached original documents or copies thereof.

1. Submission Type:

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

2. Name Of Conveying Party(ies):

Name: MEIGHER COMMUNICATONS, L.P

Formerly _____

Execution Date (Month/Day/Year) JANUARY 21, 2000

- Individual(s)
- General Partnership
- Corporation
- Association
- Limited Partnership
- Other _____

Citizenship/State of Incorporation DELAWARE

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

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

Name: WORLD PUBLICATIONS, LLC

DBA/AKA/TA: _____

Address: P.O. BOX 2456

City WINTER PARK State FLORIDA ZIP 32790

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-
- Other Limited Liability Company

Citizenship/State of Incorporation DELAWARE

If assignee is not domiciled in the U.S., a domestic representative designation is attached: Yes No

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TRADEMARK
REEL: 002074 FRAME: 0922

05/16/2000 DINHUYEN 00000109 134500 1910040
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(Designation must be a separate document from Assignment).

Additional name(s) & address(es) attached? Yes No

4. Conveyance Type:

- | | |
|---|---|
| <input type="checkbox"/> Assignment | <input type="checkbox"/> Merger |
| <input type="checkbox"/> Security Agreement | <input type="checkbox"/> Change of Name |
| <input type="checkbox"/> License | <input type="checkbox"/> Nunc Pro Tunc Assignment |
| <input checked="" type="checkbox"/> Other – Transfer of Licensee Interest | |

Effective Date: _____ (if nunc pro tunc assignment)

5. Application Number(s) and marks or Registration Number(s) and marks:

Trademark Application No.(s) _____ (Mark: _____); _____

Trademark registration No.(s) 1,910,040(Mark: SAVEUR); _____

Additional numbers attached? Yes No

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

Scott Greenberg, Esq.
Name: c/o Morgan & Finnegan L.L.P.

Internal Address: _____

Street Address: 345 Park Avenue

City New York State New York ZIP 10154

Area Code and Telephone Number (212) 415-8543

7. Total number of applications and registrations involved: 1

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

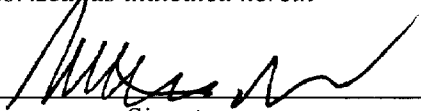
Enclosed

Authorized to be charged to deposit account

9. Deposit Account Number: 13-4500. Authorization to charge additional fees to deposit account: Yes No

10. Statement and Signature

Charges to deposit account are authorized as indicated herein

Scott Greenberg  7/24/00
Name of Person Signing Signature Date

Total amount of pages in cover sheet: 3

FORM: REC-TM.NY
Rev. 10/04/94

TRADEMARK ASSIGNMENT

TRADEMARK ASSIGNMENT, made as of January 21, 2000, between Meigher Communications, L.P., a Delaware limited partnership ("Assignor"), and World Publications, LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor has adopted, used, is using and is the owner of trademarks, service marks, trade names and trade dress listed on Exhibit A attached hereto and is the owner of the registrations and pending applications, if any, listed on Exhibit A (collectively, the "Marks");

WHEREAS, Assignee desires to acquire the Marks;

WHEREAS, Assignor and World Publications, Inc. ("World") have entered into an Asset Purchase Agreement, dated as of December 23, 1999 (the "Agreement"), pursuant to which Assignor has agreed to sell and World has agreed to purchase the Marks and the other Assets (as defined in the Agreement) of Assignor; and

WHEREAS, World has assigned all of its rights and obligations under the Agreement to Assignee.

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 the Marks throughout the world, together with the goodwill of the business symbolized by them, 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 documents and to do such other acts as may be necessary and proper to vest full title in and to the Marks in the Assignee.


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

MEIGHER COMMUNICATIONS, L.P.

By: Meigher, Peabody & Company, Inc.,
its General Partner

By: 

S. Christopher Meigher, III
Chairman and Chief Executive Officer

By: 
A. Douglas Peabody
President and Chief Operating Officer

WORLD PUBLICATIONS, LLC

By: _____
Terry Snow
President

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By:

A. Douglas Peabody
President and Chief Operating Officer

WORLD PUBLICATIONS, LLC

By:



Terry Snow
President

EXHIBIT A
TRADEMARKS

Smart Parenting:

USPTO Serial #74-686730
USPTO Serial #74-610175
USPTO Serial #74-610156

Saveur:

Licensee interest for the perpetual use of the trademarks "Saveur" (USPTO Serial Number 74-563442) and "Saveurs" in Assignor's magazines and related products in the English language on an exclusive, worldwide basis pursuant to a License Agreement with Publications Bonnier SNC.

Garden Design:

The common law trademark Garden Design and the application for registration of such trademark with the U.S. Patent and Trade Office dated January 7, 2000.