

5-12-00

FORM PTO-1618A
Expires 06/30/99
OMB 0651-0027

05-25-2000

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

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OPR/FINANC

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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

- 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 Change of Name
 - Other _____
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Miller Freeman, Inc.

04 18 00

Formerly _____

75398805

- Individual General Partnership Limited Partnership Corporation Association
- Other _____

Citizenship/State of Incorporation/Organization Delaware

Receiving Party

Mark if additional names of receiving parties attached

Name MFI Holdings, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 600 Harrison Street

Address (line 2) _____

Address (line 3) San Francisco

California

94107

City

State/Country

Zip Code

- Individual General Partnership Limited Partnership
- Corporation Association
- Other _____

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.)

Citizenship/State of Incorporation/Organization Delaware

05/24/2000 ASCOTT 00000083 75398805

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
1475.00 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

TRADEMARK
REEL: 002076 FRAME: 0037

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" value="75/398805"/>	<input type="text" value="75/151732"/>	<input type="text" value="75/658864"/>	<input type="text" value="1361222"/>	<input type="text" value="1532452"/>	<input type="text" value="1339800"/>
<input type="text" value="75/480749"/>	<input type="text" value="75/651517"/>	<input type="text" value="75/468792"/>	<input type="text" value="1679341"/>	<input type="text" value="1642977"/>	<input type="text" value="1642976"/>
<input type="text" value="75/723567"/>	<input type="text" value="75/743465"/>	<input type="text" value="75/520525"/>	<input type="text" value="1395399"/>	<input type="text" value="1810269"/>	<input type="text" value="1827927"/>

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.

Diane Vo-Verde

Diane Vo-Verde

5/12/00

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

Conveying Party

Enter Additional 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

Enter Additional 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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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Registration Number(s)

75/611764	75/723568	75/723570
75/743466	75/449937	75/739392
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1682507	1699000	1686845
2304908	1485757	1920083
1806028	1623960	1507103
2258176	1840513	2280175
1547308	2241385	1523036
2293803	1683179	1687842
1679349	1872018	2233112

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Registration Number(s)

<input type="text"/> 1545323	<input type="text"/> 1543482	<input type="text"/> 1627506
<input type="text"/> 1860894	<input type="text"/> 1629379	<input type="text"/> 1627505
<input type="text"/> 1538124	<input type="text"/> 1442393	<input type="text"/> 2249595
<input type="text"/> 2301058	<input type="text"/> 2281007	<input type="text"/> 2280855
<input type="text"/> 2113473	<input type="text"/> 1883176	<input type="text"/> 2173386
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

TRADEMARK ASSIGNMENT

WHEREAS, Miller Freeman, Inc., a corporation organized and existing under the laws of the State of Delaware, with offices at 600 Harrison Street, San Francisco, California 94107 ("Assignor"), is the legal and beneficial owner of the trademark(s) and/or service mark(s) listed on Schedule A hereto (collectively, the "Trademark(s)") and the goodwill of the business symbolized thereby; and

WHEREAS, pursuant to a Bill of Sale and an Assumption Agreement each dated as of April 18, 2000 (as the same may be amended from time to time), Assignor agrees to assign its entire right, title and interest in and to the Trademark(s), to MFI Holdings, Inc., a Delaware corporation ("Assignee"), together with the goodwill of the business symbolized by the Trademark(s);

WHEREAS, Assignee agrees to acquire Assignor's entire right, title and interest in and to the Trademark(s) and the goodwill of the business symbolized by the Trademark(s).

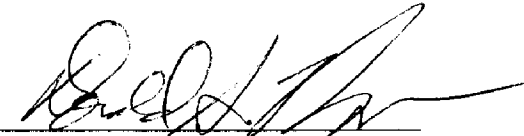
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, effective as of April 18, 2000, to Assignee, its successors and assigns, its entire right, title and interest in and to the Trademark(s); all registrations and applications which may have been or may be filed or issued in respect thereto and any renewals thereof the goodwill of the business symbolized by the Trademark(s); all income, royalties, damages, and payments now or hereafter due or payable in respect to the Trademark(s) and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringement, misappropriation, or dilution of the rights assigned to Assignee hereunder, and all rights corresponding thereto throughout the world.

Assignor hereby requests the Commissioner of Patents and Trademarks of the United States of America, whose duty it is to issue trademark registrations, to issue the Certificate of Registration, Renewal, or Assignment, for any registration of the Trademarks, to Assignee, its successors, and assigns, in accordance with the terms of this Assignment.

Assignor further agrees, without further consideration, to cause to be performed such lawful acts and to execute such further documents as Assignee may reasonably request to fully effectuate this Assignment including, but not limited to, the execution of assignments in recordable form in each jurisdiction where trademark registrations or applications for the Trademark(s) may be issued or pending.

This 18th day of April, 2000 .

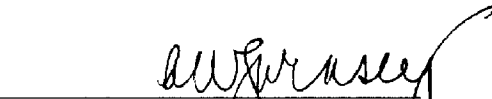
MILLER FREEMAN, INC., as Assignor

By: 

Name: Donald A. Pazour

Title: President & CEO

MFI HOLDINGS, INC., as Assignee

By: 


Name: Anne W. Gurnsey

Title: Sr. Vice President & Secretary

STATE OF CALIFORNIA)
) SS.
COUNTY OF SAN FRANCISCO)

I, a notary public, in and for the county and state aforesaid, do hereby certify that **Donald A. Pazour** known to me to be the **President & CEO** of **Miller Freeman, Inc.** appeared before me this day in person and acknowledged that s/he signed the above and foregoing instrument as his /her free and voluntary act.

IN WITNESS WHEREOF, I have hereunto set my hand and notarial seal this 18th day of April, 2000.


Notary Public

My commission expires: MAY 21 - 2003



Schedule A

<u>Trademark</u>	<u>U.S. PTO Reg'n No. (App. No.)</u>
CORPORATE TRAVEL MANAGEMENT	1,361,222
CORPORATE TRAVEL	1,532,452
BUSINESS TRAVEL NEWS	1,339,800
BUSINESS TRAVEL NEWS	1,679,341
CORPORATE TRAVEL WEST	1,642,977
CORPORATE TRAVEL WORLD	1,642,976
TOUR & TRAVEL NEWS	1,395,399
TRAVEL MEXICO	1,810,269
LEISURE TRAVEL NEWS	(75/398,805)
TRAVEL USA	1,827,927
TRAVEL COUNSELOR	1,682,507
ACTION SPORTS RETAILER	1,699,000
ACTION SPORTS RETAILER TRADE EXPO	1,686,845
ACTION SPORTS RETAILER	93,483
ALT. OFFICE	2,304,908
ALT. OFFICE	(75/151,732)
APPAREL SOURCE	(75/658,864)
ARCHITECTURAL LIGHTING	1,485,757
ASR	(75/480,749)
BICYCLE RETAILER AND INDUSTRY NEWS	(75/651,517)
BOBBIN WORLD THE INTERNATIONAL	
SEWN PRODUCTS EXPO	(75/468,492)
BRD THE HOME CENTER SHOWS BUILDING	
REMODELING & DECOR PRODUCTS EXPO (Stylized)	1,920,083
BUILD IT!	1,806,028
COMMERCIAL PROPERTY WORLD	1,623,960
CONTRACT	1,507,103
COUTURE COLLECTION & CONFERENCE	2,258,176
CRUISESELLER	1,840,513
DECORATED APPAREL SHOW	2,280,175
E-SPORTS REPORT	(75/723,567)
FACILITIES DESIGN & MANAGEMENT	1,547,308
FLY FISHING RETAILER	2,241,385
GIFT & STATIONERY BUSINESS	1,523,036
HOME EMBROIDERY	2,293,803

Draft April 18, 2000 - 4:41 p.m.

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INTERBIKE	038003	[]
INTERBIKE (California service mark)		
INTERBIKE	1,683,179	
INTERBIKE BUYERS GUIDE	[]	
INTERBIKE BUYER	1,687,842	
INTERBIKE DIRECTORY	1,679,349	
INTERBIKE EXPO	[]	
INTERCYCLE	1,872,018	
JEWELRYSEARCH	2,233,112	
KIDS MARKET XCHANGE	(75/743,465)	
KITCHEN & BATH BUSINESS	1,545,323	
MEETING NEWS	1,543,482	
MEETING WORLD	1,627,506	
MEETINGS TODAY	1,860,894	
MEETINGS WEST	1,629,379	
MULTI-HOUSING WORLD	1,627,505	
MULTI-HOUSING NEWS	1,538,124	
NATIONAL HOME CENTER SHOW	1,442,393	
NATIONAL JEWELER	2,249,595	
OUTDOOR TEXTILES & DESIGN FORUM	2,301,058	
OUTDOOR RETAILER	2,281,007	
PROMOTIONAL APPAREL BUSINESS	(75/520,525)	
SENIORS HOUSING BUSINESS	(75/611,764)	
SGB SPORTSLAB (and Design)	(75/723,568)	
SPORTSLAB	(75/723,570)	
TEEN MARKET XCHANGE	(75/743,466)	
THE IMPRINTED SPORTSWEAR SHOWS	2,280,855	
THE INTERIOR PLANNING AND DESIGN		
CAPITAL OF THE WORLD	(75/449,937)	
VARIETY MERCHANDISE SHOW	2,113,473	
WOOD TECHNOLOGY	1,883,176	
WORLD WOOD REVIEW	2,173,386	
YOUTH MARKET XCHANGE	(75/739,392)	