

FORM PTO-1618A

Expires 06/30/99  
OMB 0651-0027



05-10-2000

U.S. Patent & TMO/TM Mail Rpt Dt. #11

06-05-2000



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Department of Commerce  
Patent and Trademark Office  
TRADEMARK

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

05/10/00

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  Effective Date  
Month Day Year
- Change of Name
- Other

#### 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

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

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

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.)

06/02/2000 DNGUYEN 00000109 500357 75321409

FOR OFFICE USE ONLY

01 FC:481 40.00 CH  
02 FC:482 975.00 CH

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: 002083 FRAME: 0230

**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)**

<input type="text" value="75321409"/>	<input type="text" value="75321411"/>	<input type="text" value="75321418"/>
<input type="text" value="75321420"/>	<input type="text" value="75382613"/>	<input type="text" value="75382615"/>
<input type="text" value="75382616"/>	<input type="text" value="75382617"/>	<input type="text" value="75382618"/>

**Registration Number(s)**

<input type="text" value="718260"/>	<input type="text" value="781433"/>	<input type="text" value="837502"/>
<input type="text" value="1235855"/>	<input type="text" value="1482315"/>	<input type="text" value="1663061"/>
<input type="text" value="2081559"/>	<input type="text" value="2086657"/>	<input type="text" value="2110148"/>

**Number of Properties** Enter the total number of properties involved. #

**Fee Amount** Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Deposit Account Enclosed  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.

Mary A. Donovan

Name of Person Signing

Signature

May 10, 2000

Date Signed

# RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

TRADEMARK

### 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/AKA/TA

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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### 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)

75382619  75382620  75382621

75508992  75805775  75979314

#### Registration Number(s)

2129641  2151032  2190107

2198635  2198636  2206400

2211182  2229737  2229767

2244577  2248420  2271945

2286370  2310354  2312611

2318101

ASSIGNMENT OF TRADEMARKS

This Trademark Assignment is effective as of December 30, 1999 between the parties herein.

WHEREAS, THE NEW YORK TIMES COMPANY MAGAZINE GROUP, INC., a Delaware corporation having a principal place of business at 5520 Park Avenue, Trumbull, Connecticut 06611, (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and record owner of the United States trademark registrations and applications set forth in the SCHEDULE OF TRADEMARKS annexed hereto and made a part thereof, (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, NYT MANAGEMENT SERVICES, a Massachusetts Business Trust, the trust having a principal place of business at Corporate Center One, International Plaza, 2202 North Westshore Boulevard, Tampa, Florida 33637, (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring the entire business or portion thereof to which the TRADEMARKS pertain, and acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS; and

NOW THEREFORE, in consideration of the sum of Ten Dollars (\$10.00) and other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE and the entire right, title and interest of ASSIGNOR in and to the TRADEMARKS together with the goodwill of the business associated with the TRADEMARKS; and


ASSIGNOR, does hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns, or other legal representative;

ASSIGNOR further authorizes the Commissioner of Patents and Trademarks of the United States, to record this trademark registrations and applications listed on the annexed Schedule of Trademarks as the property of ASSIGNEE; and

ASSIGNOR further agrees to execute such further documents as may be required to record ASSIGNEE as the owner of the TRADEMARKS and registrations herein assigned.

IN WITNESS WHEREOF, this instrument has been executed this 2<sup>nd</sup> day of May, 2000.

THE NEW YORK TIMES COMPANY MAGAZINE  
GROUP, INC.

By:   
Name: Rhonda L. Brauer  
Title: Assistant Secretary

# SCHEDULE OF TRADEMARKS

## REGISTRATIONS

<u>Mark</u>	<u>Registration No.</u>
GOLF WORLD	718,260
GOLF DIGEST	781,433
SCRATCH GOLF	837,502
ONE AND DESIGN	1,235,855
GOLF SHOP OPERATIONS	1,482,315
THE GOLF COMPANY	1,663,061
STROBE DRIVER DESIGN	2,081,559
GOLF COURSE LIVING	2,086,657
PLACES TO PLAY	2,110,148
GOLF COURSE LIVING	2,129,641
THE UNFAIR ADVANTAGE	2,151,032
AMERICA'S 100 GREATEST GOLF COURSES	2,190,107
PAR SAVERS	2,198,635
POCKET COACH	2,198,636
GOLF DIGEST	2,206,400
GOLF DIGEST WOMAN	2,211,182
GOLF DIGEST MARKETPLACE	2,229,737
GOLF DIGEST MARKETPLACE	2,229,767

THE GOLF COMPANY CIRCLE LOGO	2,244,577
HOW TO PLAY, WHAT TO PLAY, WHERE TO PLAY	2,248,420
GOLF DIGEST DRIVING RANGE AND LEARNING CENTER AND DESIGN	2,271,945
THE GOLF COMPANY FROM GOLF DIGEST	2,286,370
GOLF DIGEST	2,310,354
AMERICA'S 100 GREATEST GOLF COURSES	2,312,611
RESEARCH RESOURCE CENTER & DESIGN	2,318,101

# SCHEDULE OF TRADEMARKS

## APPLICATIONS

<u>Mark</u>	<u>Serial No.</u>
AMERICA'S 100 GREATEST GOLF COURSES	75/321,409
AMERICA'S 100 GREATEST GOLF COURSES	75/321,411
AMERICA'S 100 GREATEST GOLF COURSES	75/321,418
AMERICA'S 100 GREATEST GOLF COURSES	75/321,420
THE GOLF COMPANY FROM GOLF DIGEST	75/382,613
THE GOLF COMPANY FROM GOLF DIGEST	75/382,615
GOLF DIGEST	75/382,616
GOLF DIGEST	75/382,617
GOLF DIGEST	75/382,618
GOLF DIGEST	75/382,619
GOLF DIGEST	75/382,620
GOLF DIGEST MARKETPLACE	75/382,621
RESEARCH RESOURCE CENTER & DESIGN	75/508,992
AMERICA'S 100 BEST GOLF SHOPS	75/805,775
GOLF DIGEST	75/979,314