

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

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

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
06 01 99

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
06 01 99

Name Landmark Specialty Publications, Inc.

Formerly _____

- Individual General Partnership Limited Partnership Corporation Association
- Other _____
- Citizenship/State of Incorporation/Organization Virginia

Receiving Party

Mark if additional names of receiving parties attached

Name Krause Publications, Inc.

DBA/AKA/TA _____

Composed of _____

Address (line 1) 700 East State Street

Address (line 2) _____

Address (line 3) Iola Wisconsin 54990
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 _____

Citizenship/State of Incorporation/Organization Wisconsin

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

REEL: 002092 FRAME: 0171

FORM PTO-1618B
Expires 08/30/99
OMB 0851-0027

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

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" value="1887613"/>	<input type="text" value="1887615"/>	<input type="text" value="1904380"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1916406"/>	<input type="text" value="1931326"/>	<input type="text" value="1966407"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1928301"/>	<input type="text" value="2219850"/>	<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.

Marta S. Levine

Marta Levine

August 9, 2000

Name of Person Signing

Signature

Date Signed

Affidavit

STATE OF WISCONSIN)
)
WAUPACA COUNTY)

The undersigned, being sworn, hereby deposes and says that:

The attached photocopy of the Trademark Assignment by and between Krause Publications, Inc., as Purchaser, and Landmark Specialty Publications, Inc., Tuff Stuff Publications, Inc., Antique Trader Publications, Inc., Regional Antique Publications, Inc. and Cotton & Quail Enterprises, Inc., as Sellers, dated as of June 1, 1999, is a true and correct copy of the original executed document.

Bruce J. Meagher
Name: Bruce J. Meagher

Personally came before me this 7th day of August, 2000 the above-named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

(SEAL)

Beverly Dallman
Notary Public, State of Wisconsin
My commission expires 1/13/2002

TRADEMARK ASSIGNMENT

WHEREAS, pursuant to that certain Contract for Sale and Purchase of even date herewith by, between and among Krause Publications, Inc., as Purchaser, and Landmark Specialty Publications, Inc. ("Landmark"), Tuff Stuff Publications, Inc., Antique Trader Publications, Inc., Regional Antique Publications, Inc. and Cotton & Quail Enterprises, Inc., as Sellers (the "Contract for Sale and Purchase"), Krause Publications, Inc. ("Krause") has agreed to acquire from Sellers certain assets related to the business of certain periodical publications and magazines featuring antiques and collectibles published under various names, titles and marks as set forth hereinbelow; and

WHEREAS, as part of the said transaction, Landmark has agreed to transfer to Krause all of its rights in and to the trademarks and service marks used in relation to the said publications including the federal registrations thereof.

NOW, THEREFORE, for and in consideration of the terms and conditions of the aforesaid Contract for Sale and Purchase and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Landmark, the undersigned parties agree as follows:

1.

Landmark hereby assigns to Krause all of its rights, title and interest in the trademarks and service marks set forth in the schedule hereinbelow together with the registrations thereof in the United States Patent and Trademark Office and the good will of the

business in connection with which the said marks are used and any rights of action for past infringements thereof:

SCHEDULE

Mark	Registration No.	Registration Date
COLLECTOR'S SUPERMALL	2,219,850	January 26, 1999
MILITARY TRADER	1,928,301	October 17, 1995
POSTCARD COLLECTOR	1,966,407	April 9, 1996
DISCOVERIES	1,931,326	October 31, 1995
BIG REEL	1,916,406	September 5, 1995
TOY TRADER	1,904,380	July 11, 1995
A&C BOOKS THE FINEST BOOKS FOR COLLECTORS	1,887,615	April 4, 1995
A&C	1,887,613	April 4, 1995

2.

Landmark agrees to cooperate with Krause and to provide such further documents and assistance as may be reasonably required to register, record or otherwise fully vest in Krause all rights in the names and marks herein assigned.

3.

The terms hereof shall be binding upon and inure to the benefit of the parties and their successors and assigns.

