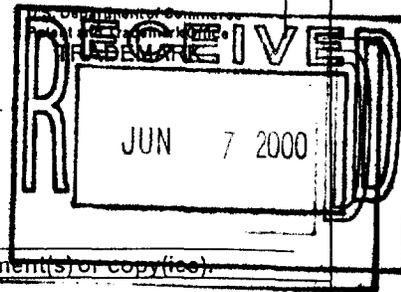


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RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) for 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  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached  
Execution Date  
Month Day Year

Name **DANELLA PUBLICATIONS CHARITABLE REMAINDER UNITRUST, THE** **05182000**

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other **TRUST**

Citizenship/State of Incorporation/Organization **CA**

Receiving Party

Mark if additional names of receiving parties attached

Name **SAN FRANCISCO FOCUS, LLC**

DBA/AKA/TA

Composed of

Address (line 1) **243 VALLEJO STREET**

Address (line 2)

Address (line 3) **SAN FRANCISCO** **CA** **94111**  
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  Corporation  Association

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.)

Other **LIMITED LIABILITY COMPANY**

Citizenship/State of Incorporation/Organization **CA**

FOR OFFICE USE ONLY

07/13/2000 DNGUYEN 00000007 75001549

01 FC:481

40.00 DP

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: 002100 FRAME: 0510

**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="75001549"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<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.

Dan Whelan  
Name of Person Signing

  
Signature

5/24/00  
Date Signed

**TRADEMARK ASSIGNMENT**

**(Federal SM / Trust to Buyer)**

THIS ASSIGNMENT (this "Assignment") is entered into by The Danella Publications Charitable Remainder Unitrust dated April 24, 2000 ("Assignor") effective May 18, 2000.

***Recitals***

A. Assignor and San Francisco Focus, LLC, a California limited liability company ("Assignee") have entered into that certain Asset Purchase Agreement dated as of the date hereof (the "Agreement"), whereby Assignee is purchasing certain assets from Assignor related to In-Room Cityguide magazine, including, without limitation, all of Assignor's right, title and interest in and to the registration application for the trademark set forth on Exhibit A attached hereto (the "Mark"), together with all goodwill associated therewith.

B. Pursuant to the Agreement and in accordance with the terms of this Assignment, Assignor desires to assign all of its right, title and interest in and to the registration application for the Mark and all goodwill associated therewith to Assignee.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Assignor:

1. Assignment. Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the registration application for the Mark, together with all goodwill associated therewith.

2. Additional Documentation. Upon Assignee's request Assignor shall execute and deliver such additional instruments of assignment as may be necessary to establish Assignee as the registered applicant with respect to the registration application for the Mark.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the day and year first above written.

ASSIGNOR:

THE DANELLA PUBLICATIONS  
CHARITABLE REMAINDER UNITRUST  
DATED APRIL 24, 2000

By: Bella Whelan, Co-Trustee  
Bella Whelan, Co-Trustee

By: Dan Whelan, Co-Trustee  
Dan Whelan, Co-Trustee

**Exhibit A**

Trademark: In-Room Cityguide (Int'l Class 35)  
Serial No.: 75/001549  
Last Extension Date: February 10, 2000