

07-20-2000



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U.S. Department of Commerce  
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### TRADEMARKS ONLY

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- New
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#### 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

75721726

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

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DB, AKA/TA

Company of

Address (line 1)

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Address (line 3)     
 City State/Country Zip Code

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- Corporation  Association
- Other
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#### FOR OFFICE USE ONLY

07/20/2000 MTHAI1 00000058 75721726

01 FC:481 40.00 OP  
 02 FC:482 75.00 OP

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**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

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**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

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**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="75/721726"/>	<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" value="1,463,440"/>	<input type="text" value="1,855,695"/>	<input type="text" value="1,941,844"/>
<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.

Angelo J. Bufalino

4/23/00

Name of Person Signing

Signature

Date Signed

**Trademark Assignment**

**WHEREAS**, Bill Communications, Inc. having offices located at 355 Park Ave South, New York, NY 10010; (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks as listed on the attached Schedule A.

**WHEREAS**, Bobit Publishing Company, having offices located at 21061 South Western Avenue, Torrance, CA 90501, a corporation organized under the laws of the state of Delaware; (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks as set forth hereinabove;

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

**Bill Communications, Inc.**

By Michael Marchesano  
Michael Marchesano  
Its President

STATE OF  
COUNTY OF

: ss.  
:

On this 11<sup>th</sup> day of April, 2000, before me personally came Michael Marchesano, President of Bill Communications, Inc. to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Joseph J. Furey 4/11/00  
Notary Public  
JOSEPH J. FUREY  
Notary Public, State of New York  
No. 31-01764603027  
Qualified in New York County  
Certified in Ona., Nassau, Suff. Co.  
Commission Expires March 30, 2002

## SCHEDULE A

- **MODERN TIRE DEALER** No. 1,463,440 issued November 3, 1987
- **COMMERCIAL TIRE DEALER** No. 1,855,695 issued September 27, 1994
- **AUTO TRIM & RESTYLING NEWS** No. 75/721,726 filed June 4, 1999
- **TRUCK ACCESSORY NEWS** No. 1,941,844 issued December 12, 1995