

07-26-2000



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07/25/2000 11:30:03

OFFICE

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 **6128100**

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
01 01 2000

Merger

Change of Name

Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date

Month Day Year

Name **News America Marketing In-Store, Inc.**

06 28 2000

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization **Delaware**

Receiving Party

Mark if additional names of conveying parties attached

Name **News America Marketing Properties, Inc.**

DBA/AKA/TA

Composed of

Address (line 1) **301 East Wabash Avenue**

Address (line 2)

Address (line 3) **Chicago**

Illinois

60601

City

State/Country

Zip Code

07/25/2000 MTHA11 00000169 2148921

01 FC:481

02 FC:482

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization **Delaware**

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.)

FOR OFFICE USE ONLY

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

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

(212) 852-7250

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="2188921"/>	<input type="text" value="2122415"/>	<input type="text" value="2131874"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2129801"/>	<input type="text" value="2087111"/>	<input type="text" value="1981672"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1915304"/>	<input type="text" value="1893731"/>	<input type="text" value="1856405"/>

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.

CATHY E. SHORE-SIROTIN

Name of Person Signing

Cathy E Shore-Sirotin

Signature

6/28/2000

Dated Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Mark if additional names of conveying parties attached

Name

Execution Date
Month Day Year

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of conveying 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 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

Trademark Application Number(s) or Registration Number(s)

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Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1909428"/>	<input type="text" value="1812336"/>	<input type="text" value="1834003"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1754694"/>	<input type="text" value="1679615"/>	<input type="text" value="1667820"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1685539"/>	<input type="text" value="1733451"/>	<input type="text" value="1652563"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1593349"/>	<input type="text" value="1571248"/>	<input type="text" value="1507469"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1492584"/>	<input type="text" value="1389370"/>	<input type="text" value="1343216"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1323613"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

U.S. TRADEMARK ASSIGNMENT


WHEREAS, News America Marketing In-Store, Inc., a Delaware corporation having a place of business at 301 Merrit 7, Norwalk, Connecticut 06856 ("Assignor"), is the owner of all right, title and interest in and to the trademarks, service marks, logos and trade names set forth on Exhibit A attached hereto (collectively, the "Marks"), including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby; and

WHEREAS, News America Marketing Properties, Inc., a Delaware corporation having a place of business at 301 E. Wabash Avenue, Chicago, Illinois 60601 ("Assignee"), desires to acquire, and Assignor desires to transfer, convey, assign and set over, all right, title and interest in and to the Marks, including, without limitation, all registrations and applications pertaining thereto and the goodwill represented thereby.

NOW, THEREFORE, for the good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, effective as of January 1, 2000, Assignor hereby irrevocably transfers, conveys, assigns and sets over to Assignee all right, title and interest in and to the Marks, including, without limitation, all registrations and applications pertaining thereto, the goodwill represented thereby and all causes of action arising out of or relating to the ownership, use and or exploitation of the Marks, including, but not limited to, the right to sue for and collect damages for past infringements of the Marks.

NEWS AMERICA MARKETING IN-STORE, INC.

By:


Name: JAN F. CONSTANTINE
Title: VICE - PRESIDENT

Dated: June 28, 2000

EXHIBIT A**Registered Marks**

<u>Mark</u>	<u>Registration No.:</u>
ICM	2,188,921
ACTCONNECT	2,122,415
DIRECTDISPLAY	2,131,874
REBATE MACHINE TAKE-IT SEND-IT SAVE	2,129,801
ACTPROMOTE	2,087,111
ACTVANTAGE	1,981,672
INSTANT COUPON	1,915,304
ACTNOW RETAILERS' CHOICE (AND DESIGN)	1,893,731
ACTNOW RETAILERS' CHOICE	1,856,405
TALKING SHELF TALK	1,909,428
INSTANT COUPON MACHINE (AND DESIGN)	1,812,336
INSTANT COUPON MACHINE	1,834,003
THE IN-STORE MARKETING NETWORK	1,754,694
SHELF TAKE ONE	1,679,615
CARTS	1,667,820
SHELF TAKE ONE RX	1,685,539

EXHIBIT A (continued)

Registered Marks

<u>Mark</u>	<u>Registration No.:</u>
ACTMEDIA (AND DESIGN)	1,733,451
POWERFORCE	1,652,563
IMPACT * PLUS	1,593,349
IMPACT (AND DESIGN)	1,571,248
IMPACT	1,507,469
SHELFTALK	1,492,584
ACTMEDIA	1,389,370
AISLEVISION	1,343,216
ACTNOW	1,323,613

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