

07-26-2000

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



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

101414202

07/26/00 11:25:57
CONFERENCE

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

Name Execution Date
Month Day Year
06 28 2000

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/KA/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.)

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 information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

07/26/2000 11:25:57
01 P:01
02 P:02

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" value="75732423"/>	<input type="text" value="75573373"/>	<input type="text" value="75573372"/>	<input type="text" value="2026177"/>	<input type="text" value="1943642"/>	<input type="text" value="2023543"/>
<input type="text" value="75573371"/>	<input type="text" value="75573369"/>	<input type="text" value="75573368"/>	<input type="text" value="2107964"/>	<input type="text" value="2081649"/>	<input type="text" value="2137502"/>
<input type="text" value="75520109"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="1939778"/>	<input type="text" value="2319422"/>	<input type="text" value="2292753"/>

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-SIROTN
Name of Person Signing

Cathy E. Shore-Sirotn
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

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Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2318250"/>	<input type="text" value="2202407"/>	<input type="text" value="2196811"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2209892"/>	<input type="text" value="2246713"/>	<input type="text" value="2202280"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2186735"/>	<input type="text"/>	<input type="text"/>
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U.S. TRADEMARK ASSIGNMENT

WHEREAS, News America Marketing FSI, Inc., a Delaware corporation having a place of business at 1211 Avenue of the Americas, New York, New York 10036 ("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 FSI, INC.

By: 

Name: JAN F. CONSTANTINE

Title: VICE - PRESIDENT

Dated: June 28, 2000

EXHIBIT A

Registered Marks

Mark	Registration No.:
DIRECT CATALOGS AMERICA	2,026,177
DIRECT SAVINGS AMERICA	1,943,642
PRICE FEATURE PLUS	2,023,543
QUIKTIME PRINTING	2,107,964
STOCKUPDATE (STYLIZED)	2,081,649
SUPERSPREAD	2,137,502
TIE-IN AMERICA	1,939,778
SMARTSOURCE MAGAZINE	2,319,422
HOME TO AMERICA'S GREAT BRANDS	2,292,753
SMART SOURCE (CL.9 AND 20)	2,318,250
RETAIL SATURATION	2,202,407
RETAIL RANKING	2,196,811
RETAIL BENCHMARK REPORT	2,209,892
WHERE BRANDS REALLY SELL	2,246,713
NEW YEAR, NEW YOU	2,202,280
SMART SOURCE (CL.16)	2,186,735

EXHIBIT A (continued)

Pending Marks

<u>Mark</u>	<u>Serial No.:</u>
SMARTSOURCE RADIO	75/732,423
SMARTSOURCE CO-OP ONSITE	75/573,373
SMARTSOURCE ONSITE	75/573,372
SMARTSOURCE CUSTOM ONSITE	75/573,371
SMARTSOURCE FLOORTALK	75/573,369
SMARTSOURCE THEMED ONSITE	75/573,368
SMARTSOURCE (CL.35)	75/520,109

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