

08-03-2000

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7-11-00

To the Honorable Commissioner of Paten

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ied original documents or copy thereof.

1. Name of conveying party: Ideals Publications Incorporated

Address: 535 Metroplex Drive, Nashville, TN 37211

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State -Tennessee
- Other

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party:

Name: Guideposts

Address: 39 Seminary Hill Road, Carmel, New York 10512

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation- New York State Church Corporation
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: _____

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) 76/046,026

B. Trademark Registration No.(s)

- 2,133,244
- 2,141,267
- 1,884,957
- 1,186,733
- 1,090,334

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Sandra Covington, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved:

6

7. Total fee (37 CFR 3.41)..... \$ 165.00

- Enclosed
- Any deficiency is authorized to be charged to Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. 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.

Sandra Covington
Name of Person Signing

Sandra Covington
Signature

7/7/00
Date

Total number of pages including cover sheet, attachments, and document 4

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm. 335, Washington, D.C. 20231

08/02/2000 DNGUYEN 00000371 2133244

FC:481 40.00 DP
FC:482 125.00 DP
SXC/SXC/23645/03/422670.1

TRADEMARK
REEL: 002114 FRAME: 0637

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made the 7th day of July, 2000 between Ideals Publications Incorporated, a corporation organized and existing under the laws of the State of Tennessee with its principal place of business at 535 Metroplex Drive, Nashville, Tennessee 37211 ("Assignor") and Guideposts, a New York State Church corporation, with its principal place of business at 39 Seminary Hill Road, Carmel, New York 10512 ("Assignee").

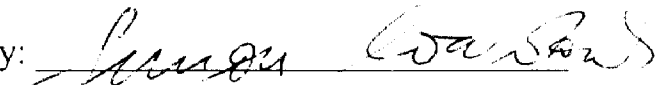
WHEREAS, Assignor has adopted and used in the United States the trademarks listed in the Schedule attached hereto and is the owner of the registrations and application thereof shown in the Schedule (the "Trademarks"); and

WHEREAS, pursuant to that certain Asset Purchase Agreement dated as of June 30, 2000 by and between Assignor and Assignee ("Asset Purchase Agreement"), Assignee has acquired all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the Business (as defined in the Asset Purchase Agreement) symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be signed and executed by the undersigned officer thereunto duly authorized this 7th day of July, 2000.

Ideals Publications Incorporated

By: 

Name: Simon Waterlow

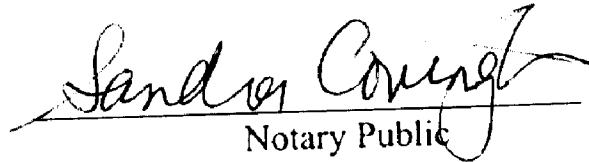
Title: President

NOTARIAL ACKNOWLEDGEMENT

STATE OF NEW YORK)
)ss.:
COUNTY OF NEW YORK)

On the 7th day of July, 2000, before me personally came Simon Waterlow, to me known, who being by me duly sworn, did depose and say that he is President of Ideals Publications Incorporated, the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors.

Sandra N.S. Covington, ESQ.
Notary Public, State of New York
No. 0200019126
Qualified in Kings County
Commission Expires February 1, 2001


Notary Public

SCHEDULE

<u>Trademark</u>	<u>Registration No./Application Serial No.</u>	<u>Date</u>
IDEALS PRESS	Application No. 76/046,026	May 11, 2000
CANDY CANE PRESS	Registration No. 2,133,244	January 27, 1998
RADNOR PRESS	Registration No. 2,141,267	March 3, 1998
IDEALS(Stylized)	Registration No. 1,884,957	March 21, 1995
IDEALS	Registration No. 1,186,733	January 19, 1982
IDEALS	Registration No. 1,090,334	May 2, 1978