

FORM PTO-1618A
Expires 08/30/99
OMB 0651-0027

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

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
- 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
- Merger
- Change of Name
- Other _____

Effective Date
Month Day Year
08 17 00

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year
08 17 00

Name Krause Publications, Inc.

Formerly _____

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

Receiving Party

Mark if additional names of receiving parties attached

Name Heartland International Tradeshows, Inc.

DBA/AK/A _____

Composed of _____

Address (line 1) 700 East State Street

Address (line 2) _____

Address (line 3) Iola Wisconsin 54990
City State/Country Zip Code

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

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

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

FORM PTO-1618B
Expires 08/30/99
OMB 0651-0027

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

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"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2373301"/>	<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.

Marta S. Levine
Name of Person Signing

Marta Levine
Signature

August 23, 2000
Date Signed

Assignment of Trademark

This Assignment of Trademark is made by Krause Publications, Inc., a Wisconsin corporation with its principal place of business at 700 East State Street, Iola, Wisconsin 54990 (the "Seller") and Heartland International Tradeshows, Inc., a Wisconsin corporation with its principal place of business at 700 East State Street, Iola, Wisconsin 54990 (the "Buyer").

WHEREAS, the Seller is the owner of the following trademark, the registration therefor, and the business and goodwill of the business in connection therewith:

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>	<u>Int. Class</u>
SPORTSFEST' THE WORLD'S LARGEST SPORTS COLLECTIBLE FESTIVAL and Design	2,373,301	08/01/00	035

AND WHEREAS, the Buyer wishes to acquire said trademark, the registration therefor, and the business and good will of the business in connection therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, the Seller hereby sells, assigns, and transfers to the Buyer, all of Seller's right, title and interest in and to said trademark and the registration therefor, together with the good will of the business symbolized by said trademark and the registration therefor, and the Seller's entire right, title and interest in and to any and all claims and demands it may have, at law or in equity, for past infringement of said trademark.

IN WITNESS WHEREOF, the Seller has caused this Assignment of Trademark to be executed and sealed by its duly authorized officer as of the 17th day of August, 2000.

Krause Publications, Inc.

By: Bruce J. Meagher
Bruce J. Meagher
Assistant Secretary

STATE OF WISCONSIN)
)
WAUPACA COUNTY)

Personally came before me this 17th day of August, 2000, the above named individual, to me known to be the person who executed the foregoing instrument and acknowledged the same.

Beverly Doolman
Notary Public, State of Wisconsin
My commission expires: 1/13/2002

(SEAL)

bcc: Ms. Shelley Stockard