

08-25-2000



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COMPLIANCE

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 Effective Date
Month Day Year
- Change of Name
- Other

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 receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership
- Corporation Association
- Other

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.)

- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

08/24/2000 MTHALL 00000027 071524 75723214

01 FC:481
02 FC:482

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Public burden estimate 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

TRADEMARK
REEL: 002124 FRAME: 0899

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)

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.

Richard M. Goldberg
Name of Person Signing


Richard M. Goldberg
Signature

JULY 13, 2000
Date Signed

APPOINTMENT OF DOMESTIC REPRESENTATIVE

EMAP CONSUMER MEDIA LIMITED hereby appoints RICHARD M. GOLDBERG, Esq., who is admitted to practice under the laws of the State of New Jersey, having an office at 25 East Salem Street, Hackensack, New Jersey 07601, (201) 343-7775 as its domestic representative upon whom notice or process in proceedings affecting the above captioned mark may be served.

EXECUTED by the above-named
EMAP CONSUMER MEDIA LIMITED
in accordance with the laws
of its incorporation

)
) 
Signature
)
) 5 July 2000
Date
)
) MANE RICHARD HANSON
Name :
Title : DIRECTOR

TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made as of the last date signed below.

WHEREAS, EMAP METRO LIMITED, a British Corporation having a principal place of business at 1 Lincoln Court, Lincoln Road, Peterborough, PE1 2RF, United Kingdom (hereinafter referred to as "METRO"), is the owner of all right, title and interest in and to the trademarks and the applications and registrations therefor in the United States, as set out in the attached schedule, and in and to the goodwill of the business appertaining to and symbolized by said trademarks;

WHEREAS, EMAP CONSUMER MEDIA LIMITED, a British Corporation having a principal place of business at 1 Lincoln Court, Lincoln Road, Peterborough, PE1 2RF, United Kingdom (hereinafter referred to as "EMAP"), desires to acquire from METRO all right, title and interest in and to the trademarks and the applications and registrations therefor in the United States, as set out in the attached schedule, together with the goodwill of the business appertaining to and symbolized by said trademarks;

NOW THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, METRO does hereby sell, transfer, convey and assign unto the said EMAP, its successors, legal representatives and assigns, the entire right, title and interest in and to the trademarks and the applications and registrations therefor in the United States, as set out in the

attached schedule, together with the goodwill of the business appertaining to and symbolized by said trademarks, and with the right to recover for past infringements thereof.

METRO confirms that it owns all of the trademarks and the applications and registrations set forth in the attached schedule, free and clear of any liens, encumbrances, restrictions on transfer, claims, covenants or conditions of any kind, and that it has the full right and power to transfer the trademarks and the applications and registrations.

METRO hereby authorizes and requests the U.S. Patent and Trademark Office to issue all Registrations and Renewals for said trademarks to EMAP, its successors, legal representatives and assigns, as assignee thereof, in accordance with the terms of this Assignment.

METRO hereby further covenants and agrees that it will communicate to EMAP, its successors, legal representatives and assigns, any facts known to it respecting said trademarks and the applications and registrations listed in the attached schedule, and will make all rightful oaths, sign all necessary papers and generally do everything possible to aid the said EMAP, its successors, legal representatives and assigns, to transfer to EMAP and to obtain and maintain proper trademark protection in the name of EMAP for said trademarks and the applications and registrations listed in the attached schedule.

IN WITNESS WHEREOF, METRO and EMAP have executed this
Trademark Assignment the last day, month and year signed below.

EXECUTED by the above-named
EMAP METRO LIMITED

in accordance with the laws
of its incorporation

)
) *I.W.W.* *D. Walmsley*
Signature
)
) 6 July 2000
Date
)
) DEREK KERR WALMSLEY
Name :
Title : COMPANY SECRETARY

EXECUTED by the above-named
EMAP CONSUMER MEDIA LIMITED
in accordance with the laws
of its incorporation

)
) *[Signature]*
Signature
)
) 5 July 2000
Date
)
) NAME RICHARD WENDON
Name :
Title : DIRECTOR

SCHEDULE OF TRADEMARKS

UNITED STATES APPLICATIONS AND REGISTRATIONS

<u>TRADEMARK</u>	<u>STATUS</u>	<u>Application Number</u>	<u>Classes</u>
FHM	REGISTERED	2301477	09, 16, 42
FHM 100 SEXIEST WOMEN IN THE WORLD	PENDING	75/723,214	09, 16, 41
FOR HIM MAGAZINE	PENDING	75/468,213	09, 16, 42
FOR HIM MONTHLY	PENDING	75/428,338	09, 16, 42
MOJO	PENDING	75/743,889	09, 16, 42
Q	PENDING	75/743,896	09, 16
SMASH HITS	REGISTERED	1,632,779	16