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09-15-2000

Docket No.:

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101456939

ached original documents or copy thereof.

1. Name of conveying party(ies):

Lakewood Publications, Inc.

(Resubmission of Doc. ID No. 101422330)

- ☐ Individual(s)  
☐ General Partnership  
☒ Corporation-State Delaware  
☐ Other

- ☐ Association  
☐ Limited Partnership

Additional names(s) of conveying party(ies) ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment  
☐ Security Agreement  
☒ Other Rerecord document at Reel 1277, Frame 412 to delete Registration No. 1,142,516  
☐ Merger  
☐ Change of Name

Execution Date: 12/22/94

2. Name and address of receiving party(ies):

Name: Lakewood Publications Acquisition Corp.

Internal Address: \_\_\_\_\_

Street Address: 50 South Ninth Street

City: Minneapolis, State: MN ZIP: 55402

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☒ Corporation-State Delaware  
☐ Other

If assignee is not domiciled in the United States, a domestic designation is ☐ Yes ☐ N  
(Designations must be a separate document from  
Additional name(s) & address(es) ☐ Yes ☐ N

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,119,016

Additional numbers

☐ Yes ☒ No

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

Name: Elizabeth Miller Roesel, Esq.

Internal Address: \_\_\_\_\_

SHAW PITTMAN

Street Address: 2300 N Street, N.W.

City: Washington, D.C. State: \_\_\_\_\_ ZIP: 20037

6. Total number of applications and registrations involved:.....

1

7. Total fee (37 CFR 3.41):.....\$ \$40.00  
(Submitted with Doc. ID No. 101422330)

- ☐ Enclosed  
☐ Authorized to be charged to deposit account

8. Deposit account number:

Charge any additional fees or credit any overpayment

50-1390

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.

Elizabeth Miller Roesel

Name of Person Signing

Elizabeth M. Roesel

Signature

Sept 8, 2000

Date

Total number of pages including cover sheet, attachments, and

10

TRADEMARK  
REEL: 002136 FRAME: 0256

## ASSIGNMENT

This Assignment (hereinafter "Assignment"), is dated this 22 day of December, 1994, by and between Lakewood Publications Inc., a Delaware corporation with a mailing address of 50 South Ninth Street, Minneapolis, Minnesota 55402 ("Assignor") and Lakewood Publications Acquisition Corp., a Delaware corporation with a mailing address of 50 South Ninth Street, Minneapolis, Minnesota 55402 ("Assignee"), with regard to the following:

WHEREAS, Assignor is the owner of certain Trademarks, U.S. Trademark Applications, and U.S. Trademark Registrations therefor, all fully identified on Exhibit A attached hereto (collectively hereinafter referred to as the "Trademarks") and is desirous of transferring all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks to Assignee, to be held and enjoyed by Assignee, its successors, heirs, assigns and other legal representatives; and

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks owned by Assignor.

NOW, THEREFORE, for good and valuable consideration, and the above recitals which are incorporated into the operative terms of this Assignment, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably sells, assigns, transfers and sets over to Assignee, the entire right, title and interest in and to the Trademarks, including without limitation all renewals thereof, together with the goodwill of the business connected, symbolized and associated with the Trademarks, the same to be held and enjoyed by Assignee, its successors, heirs, assigns and other legal representatives.

Assignor further sells, assigns, transfers and sets over to Assignee the right to sue for all past, present and future infringements of the Trademarks including the right to collect damages for such infringements, and all rights corresponding thereto throughout the world for the Trademarks.

Assignor further represents and warrants that upon request of Assignee, it shall execute all papers, make all rightful oaths, and do all other lawful acts necessary to carry out the intent of this Assignment, as well as provide such other material, information or assistance as Assignee may consider necessary to carry out the intent of this Assignment.

This Assignment is binding upon the parties, their successors, heirs, assigns, legal representatives and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed in its corporate name by its duly authorized representative/officer and its corporate seal to be affixed hereto this 22<sup>d</sup> day of August, 1994.

LAKEWOOD PUBLICATIONS INC.

By: 

Name: James P. Secord

Title: President

Date: \_\_\_\_\_

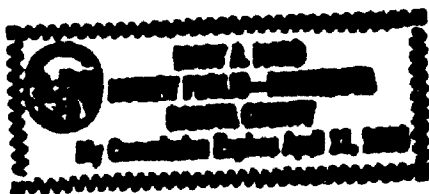
STATE OF Minnesota

CITY OF Hennepin

TRADEMARK

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Before me this 22<sup>d</sup> day of August, 1994, appeared James Secord who declares that, he/she is President of LAKEWOOD PUBLICATIONS INC., that he/she is authorized to execute this document on behalf of said company and that he/she has read and understands the foregoing document and has signed it as his/her free act and deed and as the free act and deed of said company.



Mary A Haro

Notary Public

My commission expires on April 11, 1995

REEL 1277 FRAME 16

TRADEMARK

EXHIBIT A

Pending Applications

Mark  
PRESENTATIONS

GOLD STAR GALLERY

HOT TIPS

App. Ser.  
or

Reg. No.  
74/522,928

74/514,043

74/514,040

Filing or Reg. Date  
5/2/94

Goods/Services  
monthly magazine

4/19/94

catalogs featuring new products of general interest  
to marketing executives

4/19/94

post card deck

Supplemental/  
Principal

Refiler  
Principal

Status  
Application

Principal

Application

Principal

Application

Current Registrations

Mark

App. Ser.  
or

Reg. No.

Filing or Reg. Date

Goods/Services

Supplemental/  
Principal

Refiler

Status

5/22/79

periodical magazine relating to advertising  
products and services

Principal

Section 8

1,119,016

THE SPECIALITY ADVERTISER

LAKWOOD'S

1,140,726

10/21/80

books on various consumer oriented subjects, namely  
health, nutrition, cooking, gardening and planting,  
hobbies, amusements and crafts

Principal

Section 8 & 15

1,142,516

POTENTIALS IN MARKETING

12/9/80

magazine relating to airport operations

Principal

Section 8 & 15

1,143,346

12/16/80

periodical magazine relating to marketing, sales,  
advertising and promotion management

Principal

Section 8 & 15

~~AIRPORT SERVICES MANAGEMENT~~

*Supp. Powell*  
*6/22/94*  
*Bill O'Donnell*  
*1,142,516*

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POTENTIALS MART (Stylized)	1,290,028	8/14/84	TRADEMARK books relating to the premium, incentive and business gift field	Principal	Section 8 & 15
MARKETING COMMUNICATIONS	1,349,243	7/16/85	magazines	Principal	Section 8 & 15
THE SERVICE EDGE	1,498,618	8/2/85	newsletter concerning customer service	Principal	Section 8 & 15
HIGH PERFORMANCE MANAGER	1,505,425	9/20/88	monthly magazine	Supplemental	Registered
TRAINING DIRECTORS' FORUM	1,507,093	10/4/88	monthly newsletter directed to training directors	Principal	Section 8 & 15
LEADACTION	1,510,389	10/25/88	marketing research services, namely, developing prospective customer sales' lists	Principal	Registered
DIRECT SUCCESS	1,539,003	10/3/89	periodical newsletter relating to direct mail marketing	Principal	Registered
PROMOTION MARKETING	1,580,859	1/30/90	periodical supplement of a magazine	Supplemental	Registered
TRAINING	1,600,765	6/12/90	magazine dealing with human resources	Principal	Registered
FRONT-LINE SERVICE	1,627,033	12/11/90	newsletters relating to customer service personnel	Principal	Registered
TQ (Stylized)	1,632,332	1/22/91	newsletter relating to competitiveness issues for services and products	Principal	Registered
PEPI	1,643,971	5/7/91	educational services, namely conducting classes and seminars in the field of employee motivation	Principal	Registered
THE TERMINATOR	1,646,236	5/28/91	trade information services, namely qualifying trade publication circulation lists and sales leads derived from such lists	Principal	Registered
THE QUALITY CONSORTIUM	1,653,871	8/13/91	market and survey research services relating to quality and customer service issues	Principal	Registered

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THE QUALITY CONSORTIUM	1,692,923	6/9/92
THE HUMAN SIDE OF BUSINESS	1,703,180	7/28/92
TOTAL TRAINER PROGRAM	1,708,766	8/18/92
BEST OF AMERICA	1,718,899	9/22/92

TRADEMARK	Principal	Registered
publications; namely, reports, pamphlets and newsletters relating to quality and customer service issues	Principal	Registered
periodical magazines relating to training in the field of business	Principal	Registered
educational services; namely, conducting conferences in the field of personnel and the training thereof	Principal	Registered
educational services; namely, annual conferences relating to human resources and training	Principal	Registered

HUMAN SIDE OF QUALITY	1,811,162	12/14/93
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THE QUALITY IMPERATIVE - PROFILES OF THE HUMAN SIDE (stylized)	1,814,885	1/4/94
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HIGH PERFORMANCE MARKETING (stylized)	1,836,463	5/10/94
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PRESENTATION PRODUCTS	1,851,471	9/27/93
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organizing and arranging education conferences and expositions relating to quality management	Principal	Registered
magazines relating to quality issues in business	Principal	Registered
educational services; namely, conducting conferences and seminars in the field of marketing	Supplemental	Registered
monthly magazine featuring audio, video, computers multi-media products	Principal	Registered

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TRADEMARK

Abandoned Applications

Mark or App. Ser. COMPUTER LITERACY WEEK (stylized)	Reg. No. 73/434,988	Filing or Reg. Date 7/18/83	Goods/Services computer educational programs for the training of individuals and organization	Supplemental/ Principal Refiler Principal	Status Abandoned
COMPUTER LITERACY WEEK (and Design)	73/434,989	7/18/83	computer educational programs for the training of individuals and organizations	Principal	Abandoned
THE QUALITY IMPERATIVE: PROFILES FROM THE HUMAN SIDE	74/289,440	6/29/92	magazine relating to business	Principal	Abandoned
SERVICE QUALITY INSTITUTE	74/147,919	3/15/91	educational conferences and seminars directed to improvement of customer service	Principal	Abandoned
TQC	74/111,498	11/1/90	conducting business and market research in the fields of product and service quality and customer service; and newsletter relating to competitiveness issues for services magazine relating to human resources	Supplemental Principal	Abandoned
TOTAL QUALITY	74/017,048	1/8/90	educational services, namely conducting classes and consulting services about personal and business use of computers	Principal	Abandoned
HR THE CHRONICLE OF EXCELLENCE IN HUMAN RESOURCES	74/007,013	12/4/89	seminars in the fields of productivity, profitability and quality management	Principal	Abandoned
COMPUTER SUPPORT ASSOCIATION	73/537,244	5/13/85		Principal	Abandoned

TRADEMARK

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TRADEMARK

Cancelled Registrations

Mark or Reg. No.	App. Ser.	Filing or Reg. Date	Goods/Services	Supplemental/ Principal Registrar	Status
TRAINING	927,337	1,121,000			
TRAINING WORLD	1,143,345	12/16/80	Magazine	Principal	Cancelled
FOOD PLANT IDEAS	1,483,359	4/5/88	periodical magazine about imaging technology	Principal	Cancelled
IT IMAGING TECHNOLOGY	1,363,334	10/1/85	trade directory of products and services for the managed recreation industry	Principal	Cancelled
RESOURCE (stylized)	1,392,316	5/6/86	periodical magazine	Principal	Cancelled
TRAINING THE MAGAZINE OF HUMAN RESOURCES DEVELOPMENT					

Common Law Marks

Goods/Services

Mark  
TRAVEL AND HOTEL MARKETING  
HEALTH CARE EDUCATION  
INTERNATIONAL TELEVISION

RECORDED  
SERIALS MARK OFFICE

JAN -9 95

TRADEMARK

REEL: 002136 FRAME: 0263

RECORDED: 09/08/2000