

09-26-2000



101472009

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 9-12-00
- 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

Execution Date
Month Day Year

Name

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)
City State/Country Zip Code

- Individual General Partnership Limited Partnership 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.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

09/25/2000 MTHAI1 00000338 75515392

01 FC:481 40.00 OP
02 FC:482 1325.00 OP

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

TRADEMARK
REEL: 002139 FRAME: 0402

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" value="75515392"/>	<input type="text" value="75523658"/>	<input type="text" value="75565519"/>
<input type="text" value="75571342"/>	<input type="text" value="75572837"/>	<input type="text" value="75578961"/>
<input type="text" value="75603662"/>	<input type="text" value="75603663"/>	<input type="text" value="75611389"/>

<input type="text" value="2207744"/>	<input type="text" value="2173134"/>	<input type="text" value="2173130"/>
<input type="text" value="1789697"/>	<input type="text" value="2193278"/>	<input type="text" value="2288824"/>
<input type="text" value="2263174"/>	<input type="text" value="2278185"/>	<input type="text" value="2278184"/>

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.

David Jacobs

Name of Person Signing

Signature

August 31, 2000

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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

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

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name Petersen Publishing Company, L.L.C.

06272000

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other Limited Liability Company

Citizenship State of Incorporation/Organization Delaware

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name EMAP USA, Inc.

DBA/AKA/TA

Composed of

Address (line 1) 6420 Wilshire Boulevard

Address (line 2)

Address (line 3) Los Angeles California 90048
City State/Country Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization Delaware

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 the Assignment.)

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)

75664456	75675906	75520095
75124341	75090288	75863675
75863849	75913674	75863651
75863650	75863661	75930083
75617590		

2367705	2054003	1231809
2129581	1066706	1125366
1105105	1590339	1066705
2299095	1403984	2171720
1221612	1216645	1623572
1880547	2155856	2082571
2235449	2325012	2347756

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RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

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

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

Conveying Party

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Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

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Address (line 3)
City State/Country Zip Code

Individual General Partnership Limited Partnership 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 the Assignment.)

Corporation Association

Other

Citizenship/State of Incorporation/Organization

Trademark Application Number(s) or Registration Number(s)

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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)

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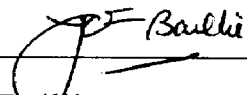
TRADEMARK ASSIGNMENT

WHEREAS, PETERSEN PUBLISHING COMPANY, L.L.C., a Delaware Corporation, with its principal place of business at 6420 Wilshire Boulevard, 19th Floor, Los Angeles, California 90048 ("Assignor"), has adopted, owns and is using all marks in the attached schedule ("the Marks") in connection with the goods and/or services identified in said schedule.

WHEREAS, EMAP USA, INC., a Delaware corporation, with its principal place of business at 6420 Wilshire Boulevard, 19th Floor, Los Angeles, California 90048 ("Assignee"), desires to acquire "the Marks";

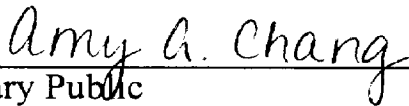
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Marks on the attached schedule, together with the goodwill of the business symbolized by the Marks on that schedule.

PETERSEN PUBLISHING COMPANY, L.L.C.

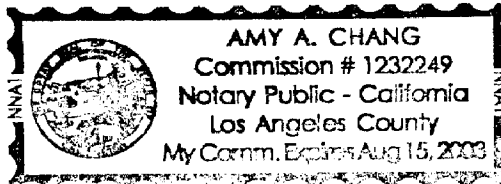
By: 
Name: John Baillie
Title: Executive Vice President and Chief Financial Officer

Dated effective as of: 06/27/00

SUBSCRIBED and SWORN to before me this 27th day of June, 2000.


Notary Public

My Commission Expires: Aug. 15, 2003



SCHEDULE A

U.S. TRADEMARK/SERVICE MARK REGISTRATIONS

MARK	REG. NO.	ISSUE DATE
MXRACER	2,207,744	12/01/98
TEEN (wordmark)	2,173,134	07/14/98
TEEN (stylized)	2,173,130	07/14/98
GREAT MODEL SEARCH	1,789,697	08/24/93
MISCELLANEOUS DESIGN (free falling man)	2,193,278	10/06/98
SLAM & Design	2,288,824	10/26/99
BOX	2,263,174	07/20/99
SOUTHERN DIVER	2,278,185	09/14/99
WESTERN DIVER	2,278,184	09/14/99
MOTOR TREND	2,367,705	07/18/00
BIKE MAGAZINE	2,054,003	04/22/97
MISCELLANEOUS DESIGN (person on surfboard)	1,231,809	03/22/83
INSIDE GOLF	2,129,581	01/13/98
POWDER	1,066,706	05/31/77
SKATEBOARDER	1,125,366	09/25/75
SKATEBOARDER (stylized)	1,105,105	10/31/78
SNOWBOARDER	1,590,339	04/03/90
SURFER	1,066,705	05/31/77
FULL SIZE 4x4	2,299,095	12/07/99
FOUR WHEELER	1,403,984	08/05/86
FOUR WHEELER	2,171,720	07/07/98
STOCK CAR RACING & Design	1,221,612	12/28/82
STOCK CAR RACING	1,216,645	11/16/82
OPEN WHEEL	1,623,572	11/20/90
SUPER STOCK & DRAG ILLUSTRATED	1,880,547	02/28/95
DRAG RACING MONTHLY	2,155,856	05/05/98
DRAG RACING MONTHLY	2,082,571	07/22/97
HOME THEATER TECHNOLOGY	2,235,449	03/23/99
MOBILE COMPUTING & COMMUNICATIONS	2,325,012	02/29/00
DIGITAL HOME ENTERTAINMENT	2,347,756	05/02/00
SASSY	1,617,573	10/16/90
HOT ROD	2,372,437	08/01/00

SCHEDULE B

U.S. TRADEMARK/SERVICE MARK APPLICATIONS

MARK	SERIAL NO.	FILING DATE
SLAM & Design	75/515392	07/08/98
BOX & Design	75/523658	07/22/98
CAYMAN DIVER	75/565519	10/06/98
THE OFFICIAL DIVE MAGAZINE OF THE NEW MILLENIUM	75/571342	10/15/98
THE OFFICIAL DIVE MAGAZINE OF THE NEW MILLENIUM	75/572837	10/19/98
GRAVITY FESTIVAL	75/578961	10/28/98
TEEN EN ESPANOL	75/603662	12/11/98
Stylized G Design	75/603663	12/11/98
SLAM MAGAZINE BASKETBALL CAMP	75/611389	12/23/98
SKIN DIVER	75/664456	03/19/99
HOT ROD DELUXE	75/675906	04/06/99
OPEN WHEEL	75/520095	07/16/98
STOCK CAR RACING	75/124341	06/24/96
MC & C BUYERS GUIDE	75/090288	04/18/96
SURFER TRAVEL REPORT	75/863675	12/03/99
SUPERPARK	75/863849	12/03/99
HEADS UP NEWS	75/913674	02/09/00
TORQUE	75/863651	12/03/99
RODEO	75/863650	12/03/99
RODEO LIFESTYLE	75/863661	12/03/99
GRAVITY	75/930083	02/11/00
TEEN	75/617590	01/08/99

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignment: Petersen Publishing Company, L.L.C. to EMPA USA, Inc.

Marks : 54 total registrations (Schedule A) and applications (Schedule B)

Commissioner of Patents and Trademarks
BOX ASSIGNMENTS
Washington, D.C. 20231

EXPRESS MAIL CERTIFICATE

EXPRESS MAIL Label Number EH187386319US

Date of Deposit: September 12, 2000

I hereby certify that the following attached paper or fee:

Recordation Form Cover Sheet Trademarks Only; Original 06/27/00 Trademark
Assignment (including Schedules A & B) from Petersen Publishing Company, L.L.C.
to EMAP USA, Inc.; and check in the amount of \$1,365.00

Is being deposited with the United State Postal Service "Express Mail Post Office to Addressee"
service under 37 CFR 1.10 on the date indicated above and is addressed to the Commissioner of
Patents and Trademarks, BOX ASSIGNMENTS, Washington, D.C. 20231.

Suzi McCraw
(Type or print name of person mailing paper or fee)

Suzi McCraw
(Signature)