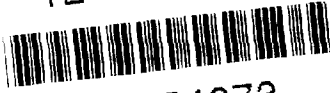


FORM PTO-1618A
Exp. of

12-18-2000



101554073



11-13-2000

U.S. Patent & TMO/TM Mail Rpt Dt. #64

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

11.13.00

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
Effective Date
Month Day Year
July 27, 2000
- Merger
- Change of Name
- Other _____

Conveying Party

Mark if additional names of conveying parties attached

Name The Chronicle Publishing Company Execution Date
Month Day Year
March 29, 2000

Formerly _____ 75656795

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

Receiving Party

Mark if additional names of receiving parties attached

Name Hearst Communications, Inc.

DBA/AKATA _____

Composed of _____

Address (line 1) 959 Eighth Avenue

Address (line 2) _____

Address (line 3) New York New York 10019
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 Delaware

12/19/2000 6TOM11 00000042 081511 75656795

FOR OFFICE USE ONLY

01 FC=481 40.00 CH
02 FC=482 225.00 CH

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: 002196 FRAME: 0217

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="75656795"/>	<input type="text" value="74268972"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1032629"/>	<input type="text" value="1302208"/>	<input type="text" value="1413314"/>
<input type="text" value="1133668"/>	<input type="text" value="0692058"/>	<input type="text" value="1108577"/>
<input type="text" value="2006502"/>	<input type="text" value="1095116"/>	<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.

Barry S. Agdern

Name of Person Signing



Signature

November 13, 2000

Date Signed

ASSIGNMENT OF TRADEMARKS (FEDERAL)

This Assignment of Trademarks ("Assignment") is made as of July 27, 2000 by The Chronicle Publishing Company, a Nevada corporation ("Seller"), having its principal place of business at 901 Mission Street, San Francisco, California 94103, to Hearst Communications Inc., a Delaware corporation ("Buyer"), having its principal place of business at 959 Eighth Avenue, New York, New York 10019.

RECITALS

1. Seller owns the trademarks listed on Exhibit A hereto (the "Marks").
2. Seller desires to transfer and assign to Buyer all of its rights to the Marks, and the business goodwill symbolized thereby.

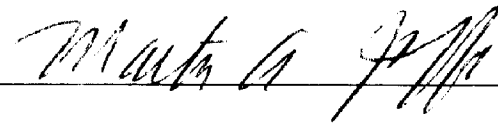
AGREEMENT

NOW, THEREFORE, in consideration of the recitals set forth above and other good and valuable consideration, the receipt of which is hereby acknowledged, Seller hereby assigns to Buyer all right, title to, and interest in the Marks, and the goodwill of the business symbolized thereby, together with all claims for damages and equitable relief by reason of past infringement of the Marks by any party or parties.

[SIGNATURE PAGE TO FOLLOW.]

IN WITNESS WHEREOF, Seller has executed this Assignment of Trademarks as of the date first written above.

THE CHRONICLE PUBLISHING COMPANY,
a Nevada corporation

By: 

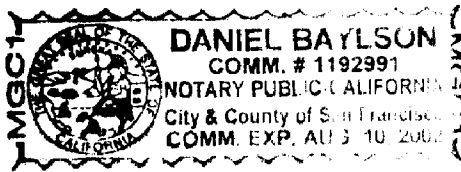
Name: Martin A. Jaffe

Title: Vice President

STATE OF CALIFORNIA)
) SS.
COUNTY OF SAN FRANCISCO)

On March 29, 2000, before me personally came, **Martin A. Jaffe**, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity(ies), and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



[Seal]

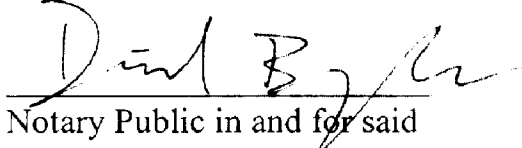

Notary Public in and for said
County and State

Exhibit A

to

Assignment of Trademarks

(Hearst Communications, Inc.)

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Status</u>	<u>Registration No.</u>
CHRONICLE SPORTING GREEN	United States Patent and Trademark Office	Registered	1032629
CLASSIFIED AD SUPERMARKET	United States Patent and Trademark Office	Registered	1302208
CLASSIFIED MARKETPLACE	United States Patent and Trademark Office	Registered	1413314
SAN FRANCISCO CHRONICLE (style)	United States Patent and Trademark Office	Registered	1133668
SAN FRANCISCO SUNDAY CHRONICLE	United States Patent and Trademark Office	Registered	692058
SF GATE	United States Patent and Trademark Office	Pending	75656795 (Application No.)
SPORTING GREEN and Design	United States Patent and Trademark Office	Registered	1108579
THE GATE	United States Patent and Trademark Office	Registered	2006502
THE PINK SECTION	United States Patent and Trademark Office	Pending	74268972 (Application No.)
THE VOICE OF THE WEST	United States Patent and Trademark Office	Registered	1095116