

12-18-2000

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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
- Merger
- Change of Name
- Other

Effective Date
Month Day Year
July 27, 2000

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

October 25, 2000

Formerly

75836125

- 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
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

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.)

12/19/2000 GTOM11 00000041 081511 75836125

FOR OFFICE USE ONLY

01 FC:481 40.00 CH
02 FC:482 125.00 CH

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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

TRADEMARK

REEL: 002196 FRAME: 0226

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.

Barry S. Agdern

November 13, 2000

Name of Person Signing

Signature

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.

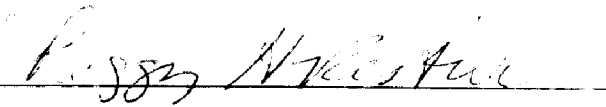
AGREEMENT

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: Peggy H. Restivo

Title: Secretary

Exhibit A

to

Assignment of Trademarks (Federal)

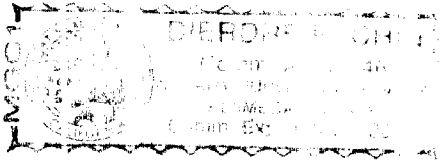
(Chronicle Publishing Co.)

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Status</u>	<u>Serial or Registration No.</u>
CHRONICLE EXTRA	United States Patent and Trademark Office	Registered	SERIAL NO. 75- 836125
BUSINESSEXTRA	United States Patent and Trademark Office	Registered	REGISTRATION NO. 1,386,766
Design Mark	United States Patent and Trademark Office	Registered	REGISTRATION NO. 1,843,002
Design Mark	United States Patent and Trademark Office	Registered	REGISTRATION NO. 1,901,686
Design Mark	United States Patent and Trademark Office	Registered	REGISTRATION NO. 1,891,010
Design Mark	United States Patent and Trademark Office	Registered	REGISTRATION NO. 1,892,083

STATE OF CALIFORNIA)
) ss.
CITY AND COUNTY OF Alameda)

On Oct 25, 2000, before me personally came, **Peggy H. Restivo**, 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.



Dierdre B. Chen
Notary Public in and for said
County and State

[Seal]