

12-28-2000

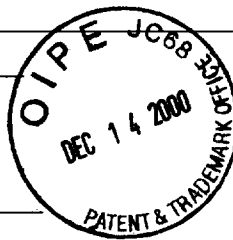


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U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

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

*MKS*  
*12.14.00*



RECORDATION FORM COVER SHEET  
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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 # \_\_\_\_\_
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Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment
- Merger
- Change of Name
- Other

Effective Date  
Month Day Year  
01/02/1997

Conveying Party

Mark if additional names of conveying parties attached

Name David G. Williams d/b/a Mountain Home Publishing

Execution Date  
Month Day Year  
11/13/2000

Formerly \_\_\_\_\_

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

Receiving Party

Mark if additional names of receiving parties attached

Name (line 1) Phillips Publishing, Inc.

DBA/AKA/TA \_\_\_\_\_

Address (line 1) 7811 Montrose Road

Address (line 2) \_\_\_\_\_

Address (line 3) Potomac Maryland 20854

City State/Country Zip Code

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other: A Limited Liability Company
- Citizenship/State of Incorporation/Organization Maryland

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.)

FOR OFFICE USE ONLY

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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

*(Handwritten notes and scribbles)*

**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 (202) 672-5300

Name Norman J. Rich  
Address (line 1) Foley & Lardner  
Address (line 2) 3000 K Street, N.W., Suite 500  
Address (line 3) Washington, D.C. 20007-5109  
Address (line 4) \_\_\_\_\_

**Pages**

Enter the total number of pages of the attached conveyance document  
Including any attachments.

# 1

**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)**

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**Number of Properties**

Enter the total number of properties involved. # 1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41); \$ 40.00

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: # 19-0741

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.

Norman J. Rich  
Name of Person Signing

  
Signature

12/13/2000  
Date

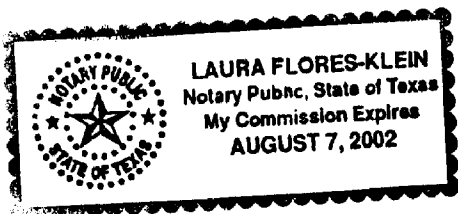
**ASSIGNMENT OF TRADEMARK - NUNC PRO TUNC**

WHEREAS, on or about January 2, 1997, Dr. David G. Williams, a U.S. citizen and resident of the State of Texas, doing business as Mountain Home Publishing, located at Box 829 Ingram, Texas 78025, (hereinafter referred to as the "Assignor"), then being the owner of the marks and United States Registration Nos. 1,464,557 and 1,873,837, registered November 10, 1987 and January 17, 1995, respectively, for ALTERNATIVES, assigned in fact said marks and that part of the good will of the business connected with and symbolized by said marks to Phillips Publishing, Inc., a Maryland corporation, doing business at 7811 Montrose Road, Potomac, Maryland 20854 (hereinafter referred to as the "Assignee"), but without having executed formal United States mark assignment documents; and


WHEREAS, said Assignee now desires such formal United States assignment in order to record the same in the United States Patent and Trademark Office;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor hereby confirms the aforesaid assignment and does hereby assign, nunc pro tunc, as of January 2, 1997 and/or as of anytime prior to the present when such assignment was in fact equitably affected, to the aforesaid Assignee, all right, title and interest in and to the said marks for ALTERNATIVES, said U.S. Registration Nos. 1,464,557 and 1,873,837, registered November 10, 1987 and January 17, 1995, respectively, that part of the good will of the business connected with and symbolized by the said marks, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said marks or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

IN WITNESS WHEREOF, this Assignment has been executed this 13 day of, NOV, 2000.



Dr. David G. Williams

  
\_\_\_\_\_  
(Signature)