

01-29-2001

Form PTO-1594
(Rev. 6-93)

1.14.01 F



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of

101596045

Attached original documents or copy thereof.

1. Name of conveying party(ies):
Advance Magazine Publishers Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State: **New York**
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: **Vulcan Northwest Inc.**
Internal Address: _____
Street Address: **110th Avenue N.E., Suite 550**
City: **Bellevue** State: **WA** ZIP: **98004**

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State **Washington**
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: **November 28, 2000**

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)

Additional numbers attached? Yes No

B. Trademark Registration No.(s)
2,177,746; 2,172,422

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: **Lynne E. Graybeal**
Internal Address: **Perkins Coie LLP**
Street Address: **1201 Third Avenue, Suite 4800**

City: **Seattle** State: **WA** ZIP: **98101**

6. Total number of applications and registrations involved: **2**

7. Total fee (37 CFR 3.41):..... \$ **65.00**
 Enclosed
 Authorized to be charged to deposit account
 Charge any additional fees/credit any overpayment to

8. Deposit account number:
(50-0665)
(Attach duplicate copy of this page if paying by deposit account)

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.

Grace J. Han

1/9/01

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet, attachments and document: **3**

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Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, DC 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

ASSIGNMENT AGREEMENT

WHEREAS, Advance Magazine Publishers Inc., a New York corporation ("Assignor"), having its principal place of business at Four Times Square, New York, NY 10036, owns the following federal registrations: Registration No. 2,177,746 (MARKETING FOR A WIRED WORLD) and Registration No. 2,172,422 (MARK'S WIRED WORLD) (together, the "Registrations"), the originals or copies of which are attached hereto as Exhibit 2 (MARKETING FOR A WIRED WORLD and MARK'S WIRED WORLD shall collectively be referred to herein as the "Marks");

WHEREAS, Assignor acquired the Registrations along with the Marks and the goodwill attached thereto and duly filed assignments for the Marks recorded at Reel and Frame Nos. 1751/0123; and

WHEREAS, Vulcan Northwest Inc., a Washington corporation, ("Assignee"), whose principal place of business is located at 110 – 110th Avenue N.E., Suite 550, Bellevue, WA 98004, is desirous of acquiring the Marks and the Registrations.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee its entire right, title and interest in and to the Marks, the Registrations and the goodwill associated therewith.

Dated as of November 23, 2000.

ADVANCE MAGAZINE PUBLISHERS, INC.



Charles Townsend, Chief Operating Officer

STATE OF New York)
) ss.
COUNTY OF New York)

I certify that I know or have satisfactory evidence that Charles Townsend is the person who appeared before me, and said person acknowledged that said person signed this instrument, on oath stated that said person was authorized to execute the instrument and acknowledged it as the Chief Operating Officer of Advance Magazine Publishers Inc., a New York corporation, to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.

Dated this 28th day of November, 2000

Lorin S. Kantor
(Signature of Notary)

Lorin S. Kantor
(Legibly Print of Stamp Name of Notary)

Notary public in and for the state of New York

Residing at 307 Grant Ave., Woodmere, NY 11598
My appointment expires December 28, 2001

LORIN S. KANTOR
Notary Public, State of New York
No. 01KA4916146
Qualified in Nassau County
Certificate Filed in New York City
Commission Expires Dec. 28, 2001