

02-28-2001



101623055

U.S. Department of Commerce
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
craftshop.com, Inc.

 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-Delaware
 Other _____
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)
Name: PRIMEDIANet, Inc.
Address: 745 Fifth Avenue
New York, New York 10151
RECEIVED
FEB 16 2001

 Individual(s) citizenship _____
 Association
 General Partnership
 Limited Partnership
 Corporation-State (Delaware)
 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: 2-16-01
 Assignment Merger
 Security Agreement Change of Name
 Other _____
Execution Date: October 23, 2000

4. Application number(s) or registration number(s):
A. Trademark Application No.(s)
76/058,833
76/058,834
76/681,736
B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved:
3

7. Total fee (37 CFR 3.41)..... \$ 90.00
 Enclosed
 Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.


8. Deposit Account No. 03-3415
(Attach duplicate copy of this page if paying by deposit account)

02/27/2001 DBYRNE 00000195 76058833
01 PCT:481 40.00 DP
02 PCT:482 50.00 DP

DO NOT USE THIS SPACE

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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.

Kieran G. Doyle  2/16/01
Name of Person Signing Signature Date
Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

KGD/AZC/23520/00/457589.1

TRADEMARK
REEL: 002244 FRAME: 0811

PrimediaNet

TRADEMARK ASSIGNMENT

WHEREAS, craftshop.com, Inc., a Delaware corporation having an address at 25 Van Zan Street, Suite 19C, East Norwalk, CT ("Assignor"), is the owner of certain registration relating to the Assignor's business, including, but not limited to those listed and described on Exhibit A attached hereto (along with the goodwill associated with each of the foregoing collectively, the "Marks");

WHEREAS, PRIMEDIANet, Inc., a Delaware corporation having its place of business at 745 Fifth Avenue, New York, NY 10151 ("Assignee") desires to acquire Assignor's entire right, title and interest in and to the Marks; and

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement dated October 23, 2000 (the "Agreement"), pursuant to which Assignor has agreed to sell and Assignee has agreed to purchase all of the assets of Assignor relating to the Assignor's business;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, its legal successors and permitted assigns all right, title and interest, whether statutory, registered or at common law, in and to the Marks, together with the goodwill symbolized by them, throughout the world, and any renewals or extensions thereof, and all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements.

In the event of any conflict or inconsistency between the terms, provisions and conditions of this Trademark Assignment and the Agreement, the terms, provisions and conditions of the Agreement shall govern.


This instrument shall be governed by the laws of the state of New York (without regard to conflicts of laws principles).

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Assignor agrees to execute any further papers and to do such other acts as may be necessary and proper to vest all right, title and interest in and to the Marks in Assignee.

IN WITNESS WHEREOF, Assignor has caused these presents to be duly executed in a manner appropriate thereto this 6th day of December, 2000.

CRAFTSHOP.COM, INC.

By: 
Name: Angus Mackie
Title: President

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<u>Trademark</u>	<u>Registration No./ Serial No.</u>
Craftshop.com	Serial No. 76/058833
Craftshop.com	Serial No. 75/681736
Friends Finder	Serial No. 76/058834

NewHomeLiving.TM.1.8/23/99

STATE OF NEW YORK)

ss.:

COUNTY OF NEW YORK)

On the 18th day of December, 2000 before me personally came Angus Mackie, to me known, who being by me duly sworn, did depose and say that he is President of craftshop.com, Inc., the corporation described in and which executed the foregoing instrument, and that he had the authority to sign his name hereto on behalf of the corporation.



Notary Public

MAUREEN WALSH SHEEHAN
Notary Public, State of New York
No. 025H496220
Qualified in New York County
Commission Expires April 30, 2001

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RECORDED: 02/16/2001

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