FORM PTO-1594 U3 - U7 - 2	2001
1-31-92 RE	U.S. DEPARTMENT OF COMMERCE EET Patent and Trademark Office
	Patent and Trademark Office
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BOX ASSIGNMENTS, Commissioner of Patents and Trademarks, Washington, D.C. 20231 Please record and index the attached original documents or copy thereof.	
1. Name of conveying party(ies): Conley Publishing Group,	Name and address of receiving party(ies):
Ltd.	Name: Conley Magazines, LLC
State of Wisconsin_Corporation	Address: 805 Park Avenue
	City: Beaver Dam State: WI Zip: 53956 Type of Company: Limited Liability Company
2001	
FEB 2 1 2001	Corporation-State: Wisconsin
	If assignee is not domiciled in the United States, a domestic representative designation is attached:Yes No
	(Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? Yes No
3. Nature of Conveyance: Assignment	
Execution Date: February 13, 2001	
4.	1
A. Trademark Application No.(s)	B. Trademark Registration No.(s) 1,879,710
Additional numbers attached	? _ Yes <u>X</u> No
Name and address of party to whom correspondence concerning document should be mailed:	6. Total number of applications and registrations involved: _1
Dyann L. Kostello Michael Best & Friedrich LLP	
100 East Wisconsin Avenue	
Milwaukee, Wisconsin 53202-4108	
	7. Total fee (37 CFR 3.41):\$ 40.00
\int	X Enclosed
	X Deficiencies in fee charged to deposit account
	Deposit account number: 13-3080
DO NOT USE TI	
56 161 662 11	
9. \$tatement 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.	
Dyann L. Kostello February 21, 2001	
Name of Person Signing Signature Total pumber of pages including cover sheet, attachments, and document: 2	
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OMB No. 0651-0011 (exp. 4/94)TFORM\TMASSIGN	Attorney File 20140/9015

United States Postal Service Express Mail Mailing Label No. EL700651592US

cc: Docketing

TRADEMARK REEL: 002245 FRAME: 0888

ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, Conley Publishing Group, Ltd., a Wisconsin corporation of 805 Park Avenue, Beaver Dam, Wisconsin 53916 (hereinafter "Assignor") has adopted and was using a mark which is registered in the United States Patent & Trademark Office, Registration No. 1,879,710, dated February 21, 1995; and

WHEREAS, Conley Magazines, LLC, a Wisconsin limited liability company of 805 Park Avenue, Beaver Dam, Wisconsin 53916 (hereinafter "Assignee") is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified registration thereof.

CONLEY PUBLISHING GROUP, LTD.

State of Wisconsin

igned and sworn to before me this $\frac{\sqrt{3}}{2}$ day of

_____, 2001.

My Commission Expires:

RECORDED: 02/21/2001

TRADEMARK

REEL: 002245 FRAME: 0889