

03-27-2001



COVER SHEET
JULY

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To the Honorable Commissione

101649219

the attached original documents or copy thereof.

1. Name of conveying party(ies):

Look Magazine Enterprises, S.A.

3-12-01

- Individual(s)
- General Partnership
- Corporation-State Switzerland
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: December 29, 2000

2. Name and address of receiving party(ies)

Name: Time Inc.

Internal Address: _____

Street Address: 1271 Avenue of the Americas

City: New York State: NY ZIP: 10020

- 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

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,132,175

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Albert Robin

Internal Address: Robin, Blecker & Daley

03/26/2001 GTON11 00000240 1132175

01 FC:481 40.00 DP

Street Address: 330 Madison Avenue

City: New York State: NY ZIP: 10017

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(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.

Albert Robin

Name of Person Signing

Signature

March 8, 2001

Date

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Total number of pages including cover sheet, attachments, and document:

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002258 FRAME: 0064

Assignment of Trademark Registration

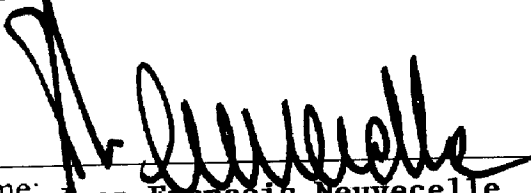
WHEREAS, Look Magazine Enterprises, S.A. ("Assignor"), is the owner of Registration No. 1,132,175 issued April 1, 1980 by the United States Patent and Trademark Office; and

WHEREAS, Time Inc., a Delaware corporation, of 1271 Avenue of the Americas, New York, New York 10020 (hereinafter "Assignee") is desirous of acquiring all of Assignor's right, title and interest in and to the trademark LOOK, Registration No. 1,132,175 thereof, together with that part of the good will of the business connected with the use of and symbolized by the mark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to the trademark LOOK, Registration No. 1,132,175 thereof, together with that part of the good will of the business connected with the use of and symbolized by the mark.

Dated: December 29 , 2000

LOOKMAGAZINE ENTERPRISES, S.A.


Name: Jean-Francois Neuvecelle
Title: Administrator