

05-07-2001

Form PTO-1594
(Rev. 6/93)
OMB No. 0651-0011

U. S. Dept. of Commerce
Patent and Trademark Office



To the Honorable Commissioner of Patents & Trademarks, 101705875 original documents or copy thereof.

1. Name of Conveying Party(ies):
Mars Advertising Company, Inc.

 Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State
 Other 4-27-01
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: American Publishing, LLC
Internal Address: Suite 525
Street Address: 2301 W. Big Beaver Rd.
City: Troy State: MI Zip: 48084-3300

3. Nature of conveyance:
 Assignment Merger
 Security Agt. Change of Name
 Other _____
Execution Date: April 23, 2001

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State _____
 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)
76/083,594
B. Trademark Registration No(s).

Additional numbers attached: Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Andrew R. Basile
YOUNG & BASILE, PC
Internal Address: Suite 624
Street Address: 3001 West Big Beaver Road
City: Troy State: MI Zip: 48084

6. Total no. of applications and registrations involved 408
1
7. Total fee (37 CFR 3.41) \$40.00
 Enclosed
 Authorized to be charged to deposit account
8. Deposit account number:
25-0115
(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.*
Andrew R. Basile [Signature] April 24, 2001
Name of Person Signing Signature Date

Total number of pages including cover sheet, attachments and document: 4

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

TRADEMARK
REEL: 002288 FRAME: 0553

TRADEMARK ASSIGNMENT

WHEREAS Mars Advertising Company, Inc., a corporation of the State of Michigan, having a principal place of business at 23999 Northwestern Highway, Southfield, MI 48075-2528, hereafter referred to as "Assignor",

WHEREAS, American Publishing, LLC, a Michigan Limited Liability Company, having a principal place of business at 2301 W. Big Beaver Rd., Ste. 525, Troy, MI 48084-3300, hereafter referred to as "Assignee", is desirous of acquiring said mark;

WHEREAS Mars Advertising Company, Inc. has intended to use the mark "EVERYDAY LIVING" in commerce and has caused to be filed on July 6, 2000, an application now assigned Serial No. 76/083,594 indicating that intention, but has not yet filed an Allegation of Use Under §1(c) or §1(d) of the Trademark Act. Mars Advertising Company, Inc. is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by §15 USC 1060.

NOW THEREFORE, for One (\$1.00) Dollar and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee worldwide rights, title and interest in and to said mark and said application, together with the goodwill of the business symbolized by the mark.

The Commissioner of Patents and Trademarks is requested to issue the Certificate of Registration to said Assignee.

MARS ADVERTISING COMPANY, INC.

By: _____

Its: _____

Date: 4/23/01