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Conveyance Type

- Assignment License
 - Security Agreement Nunc Pro Tunc Assignment
 - Merger Change of Name
 - Other _____
- Effective Date
Month Day Year
02/27/2001

Conveying Party

Mark if additional names of conveying parties attached
Execution Date
Month Day Year

Name SOURCE MEDIA, INC. **02/27/2001**

Formerly _____ **75294482**

- Individual General Partnership Limited Partnership Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Texas

Receiving Party

Mark if additional names of receiving parties attached

Name SCHOOL ZONE PUBLISHING COMPANY

DBA/AK/A/T/A _____

Composed of _____

Address (line 1) 1819 Industrial Drive

Address (line 2) _____

Address (line 3) Grand Haven Michigan 49417

- Individual General Partnership Limited Partnership Association

Corporation Association

Other _____

Citizenship/State of Incorporation/Organization Michigan

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

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Name

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Pages

Enter the total number of pages of the attached conveyance document including any attachments.

#

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)			Registration Number(s)		
<input type="text" value="75/294,482"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

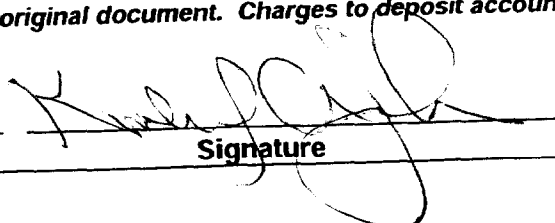
Yes

No

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. Charges to deposit account are authorized, as indicated herein.

Kimberly A. Johnson
Name of Person Signing


Signature

April 24, 2001
Date Signed

ASSIGNMENT

WHEREAS, Source Media, Inc., a Texas corporation ("Assignor") has adopted and is using the service mark SCHOOL ZONE for "production of a cable television program featuring interactive information on general school district and specific school activities, events and schedules" (the "Mark") and filed App. No. 75/294,482 with the United States Patent and Trademark Office regarding the Mark (the "Application").

WHEREAS, School Zone Publishing Company, a Michigan corporation ("Assignee"), brought Opposition No. 112,569 against the Application; and

WHEREAS, Assignee wishes to acquire and Assignor wishes to convey to Assignee all rights in the Mark, the Application and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark, together with the goodwill of the business symbolized by the Mark and the Application.

SOURCE MEDIA, INC.

By: Stephen W. Palley

Name: Stephen W. Palley

Title: President & CEO

Date: February 27, 2001