



To the Honorable Commissioner of

101721906

attached original documents or copy thereof.

1. Name of conveying party(ies):

TVSM, Inc.

5-14-01

- Individual(s)
- General Partnership
- Corporation-State: Delaware
- 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: April 30, 2001

2. Name and address of receiving party(ies):

Name: TV Guide Magazine Group, Inc.

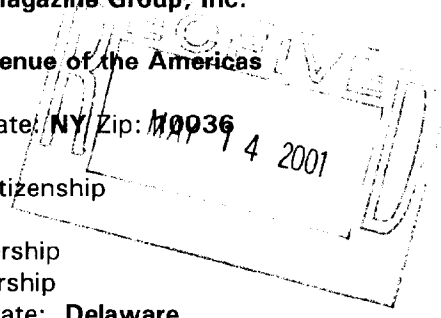
Address: 1211 Avenue of the Americas

City: New York State: NY Zip: 10036

- 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 registration number(s):

A. Trademark Applications

<u>Mark</u>	<u>Serial No.</u>
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B. Trademark Registrations

<u>Mark</u>	<u>Reg. No.</u>
V and Design	1,224,995
CABLE LISTINGS	1,273,200
TVSM (Stylized)	1,278,951
THE CABLE GUIDE & Design	1,628,245
READY WILLING AND CABLE	2,011,679
SEE	2,206,911

Additional numbers attached? Yes No

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

Name: Susan Progooff, C/O Fish & Neave

Street Address: 1251 Avenue of the Americas

City: New York State: New York Zip: 10020

6. Total number of applications and registrations involved:

Six

7. Total fee (37 CFR 3.41):.....\$165.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 06-1075

(Attach duplicate copy of this page if paying by deposit account)

5-18-2001 LMOELLER 00000178 1224995

DO NOT USE THIS SPACE

1 PD:491 40.00 EP
3 PD:482 125.00 EP

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.

Kristen L. Knudsen
Name of Person Signing

Kristen Knudsen
Signature

May 9, 2001
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, D.C. 20231

TRADEMARK
REEL: 002297 FRAME: 0751

Exhibit 1

<u>Mark</u>	<u>Registration/ Serial No.</u>	<u>International Class(es)</u>
CABLE LISTINGS	1,273,200	16
READY WILLING AND CABLE	2,011,679	41
SEE	2,206,911	16
THE CABLE GUIDE and Design	1,628,245	16
TVSM (Stylized)	1,278,951	16
V and Design	1,224,995	16

U.S. TRADEMARK ASSIGNMENT

WHEREAS, TVSM, Inc. ("Assignor"), a Delaware corporation having its principal place of business at 309 Lakeside Drive, Horsham, Pennsylvania 19044, is the owner of all right, title and interest in and to the trademarks listed on attached Exhibit 1, the registrations identified on Exhibit 1 and the goodwill represented by said trademarks;

WHEREAS, TV Guide Magazine Group, Inc. ("Assignee"), a Delaware corporation having its principal place of business at 1211 Avenue of the Americas, New York, New York 10036, wishes to acquire the trademarks and registrations listed on attached Exhibit 1, and the goodwill represented thereby;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the trademarks listed on attached Exhibit 1, the registrations listed on Exhibit 1 and the goodwill represented by said trademarks, together with the right to sue for and to collect damages for past infringements of said trademarks.

TVSM, Inc.

Dated: April 30, 2001

By: Charles B. Admann
Name: Charles B. Admann
Title: Senior Vice President

